



We have built our prestige on merchandise of the finest quality---

"Society Brand" CLOTHES

For the man who wishes The Best.

\$45 to \$67.50

Manhattan Shirts



Bostonian Shoes



Stetson Hats



Westenhaver & Gilbert

The Store For Men

HAND CUT IN MILL MISHAP

PHILLY. (Special) — Thomas Doyle, employed in the Grande Ronde Lumber company's mill here, had his hand injured in the edger Wednesday. It was reported that he may lose the first finger of his right hand. The accident happened when a board caught and in trying to extricate it his finger was caught and almost severed from the hand. He was given first aid by fellow workers. He was taken to the Grande Ronde hospital to be given further treatment.

J. E. Jensen, who has been ill for several days, was taken to Hot Lake the first of the week where he underwent a major operation. He is reported to be progressing satisfactorily.

Nephth Combs and Max Smith are sending Ray Hanna in the store while Mr. Jensen is away. Mrs. Jensen is with her husband.

S. A. Robinson was a city visitor one day the first of the week.

Ole Matheson and wife motored to La Grande Thursday afternoon.

Esther Hansen, Clara Johansen and Myra Larson attended choir practice at La Grande last week.

Mrs. Earl Murray is on the sick list this week. Miss Elizabeth Johansen is doing her house work.

Lowell Fuller has moved to town where he will make his home with his wife the remainder of the school year. He is a freshman in the high school there.

Spring brings the urge to hit the open road—which you usually find closed for repairs.

10 Years Ago Today---

Total amount of liquor shipped into county in March: 555 quarts beer, 522 quarts whisky.

We just received our shipment of "Mother's Day" Cards. Don't forget to mail one to mother, or enclose one with a box of candy.

Come in and see them—10c - 15c and 25c

P. S. — It's not too early to reserve that box of candy.

Bases from—

\$1.00 to \$6.50

L. & L. Drug Co.

Men's Pay-Day Overalls

\$1.29

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

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

106 Depot St., La Grande, Ore.

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

Ladies' Gingham House Frocks

79c

24th. ANNIVERSARY OF THE J. C. PENNEY CO.

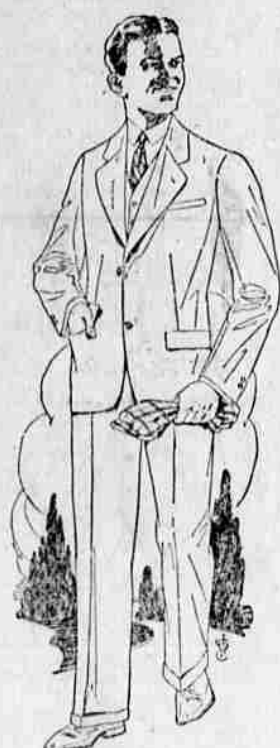
Upon Wednesday of this week falls the Twenty-fourth Birthday of the J. C. Penney Company, for it was on April 14th, 1902, that this nation-wide institution had its beginning. This week we are making special efforts and taking special pains to introduce "The World's Largest Chain Department Store Organization" and it plans to those people who have not yet taken advantage of our savings, or are not familiar with our ability to undersell.

During the past twenty-four years we have grown from one small store to 676 stores. During these twenty-four years we have made thousands and thousands of SATISFIED CUSTOMERS in almost every state in the union. You will discover that they not only get the best of Satisfaction by trading at our stores, but that they are all boosters for our institution, and the plan by which it is operated.

Mr. James C. Penney now, as then, stands at the helm. But surrounding him and working elbow to elbow, other men, well equipped and versed in business pursuit, have contributed large measures of discriminating activity. Along the ranks, from executives to the hundreds of co-partners—managers of the stores as well as the thousands of salespeople, the same ideals of service as ruled Mr. Penney continue to dominate ever more. We urge YOU to investigate our stores and see for yourselves.

Below we are quoting a number of outstanding values purchased partly for this occasion. We ask you at this time to take advantage of these savings.

Students' Ideas In the Suits for Spring



Lines they like—
Styles they expect—
Values they demand—
Moderately priced at

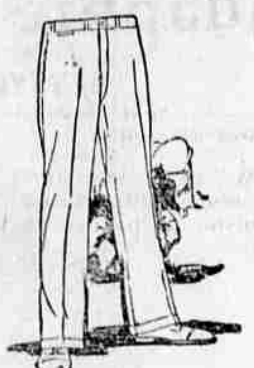
\$19.75

English model suits that make a hit with live, manly fellows in High School, Prep, College or in Business.

- Two-button, single breasted
- Easy Fitting back
- Straight - Hanging Trousers
- Light and Medium Shades
- Stripes, Overplaids and Mixtures.

Other Students' Suit
\$16.75 and \$24.75

LONGIES For Men and Boys



Men's Longies of fancy patterns, in light tans, greys and blues.

\$3.98 to \$6.90

Boys' Longies of fancy patterns and colors, in grey, tan and blue.

\$1.98 to \$3.19

OUTSTANDING VALUES

Men's Overalls	\$4.29
Big Mac Shirts	60c
Athletic Undies	10c
Knit Undies	95c
Washed Hats	10c to 15c
Khaki Pants	\$1.19
Moleskin Pants	\$2.19
Boys' Overalls	59c to \$1.19
Boys' Shirts and Socks	70c
Flax Suits	59c to \$1.19
Wash Suits	70c to \$1.63
Union Suits	70c to \$1.29
Boys' Caps	60c to \$1.29

For Workmen Or Outing Wear



The shoe that will take hard wear. Strong and durable, of tan retan to resist moisture; rubber sole and heel. Exceptionally moderate in price at—

\$2.49

New Plaid Sport Coats Remarkably Low Priced



Here's a happy purchase made by our New York buyers—dashing Sport Coats of plaid materials! In strikingly handsome color effects. For street and sport wear!

\$9.90

Yes, sir, that's our price! Imagine! You can't fully appreciate the price, either, until you see the Coats and perceive their great intrinsic worth!

For the Woman and Miss

New Colored Lingerie The Height of Style and Value In Underthings!



Tailored of Novelty Fabrics

98c

Sizes for Women and Misses

Chemises, step-ins, and gowns of various and most acceptable patterns. In sizes for both the miss and woman.

The materials are cotton and mercerized in novelty weaves. Trimmed so adroitly with ribbons, laces, etc.

Printed Silk Frocks For Serviceable Style!



You can always depend upon our styles as well as our prices! Just consider these printed Frocks of silk! They answer the demand of the season in style—and the price defies anything but praise.

\$9.90

In patterns which are fascinating, and with colors and combinations of colors which are most pleasing. The styles cover the range of the present popular modes. Just another great Penney Value, that's all!

For Women And Misses

A New Cut-Out Patent & Sauterne



A clever design in patent with sauterne kid underlay and covered military heel. Very smart, good value and very moderately priced at—

\$4.25

It's a Lady-Lyke Our Fine Corset!



There is only one Corset at this price which meets so many high standards—we think—and that's this Lady-Lyke Model, at—

98c

OUTSTANDING VALUES

Gladio Percales	15c
B. C. S. Gingham	12c
Jap. Crepes	19c
Zealby Gingham	15c
Fashions	15c
Cordling Lyons	70c
Middle Dress of Percales, and gingham	98c to \$1.19
Ladies' Silk Hose	98c

Ironing Board Covers

No pinning or tucking, lace around board holds padding very tight. At this low price range—

39c to 79c

S·H·E·R·R·Y'S

TODAY AND TOMORROW

CECIL B. DEMILLE Presents

"Three Faces East"

With

JETTA GUDAL - ROBERT AMES
HENRY B. WALTHALL

A superb melodramatic picture of the Secret Service with a thrilling background of devastating war—an absorbing drama of destiny—A wonder photoplay.

Also Showing "Arizona's Grand Canyon"

Smart New Styles In Suits for Boys

These boys' suits are sure to please the discriminating mother who knows quality and all-round excellence. They will wear!

English models. Two pairs knickers; or one pair knickers and one pair long pants. Many suits with vests.

Remember, we buy fabrics for 676 Stores. Our large buying power makes possible these serviceable suits at—

\$7.90 to \$14.75



This New Marathon Is Full of Pep—Snap Brim, Low Crown and Fancy Band

\$3.98

Everything that young men look for in a Spring Hat included in this new member of the Marathon Family.

New roll and snap brims, fancy bands. Featuring the light colors of pearl, sands and tans. Exceptional quality, well made and well finished.

