

MAIL ORDERS PROMPTLY FILLED
BY RETURN MAIL

Compare Our Prices With Mail
Order Catalogues

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

MAIL ORDERS PROMPTLY FILLED
BY RETURN MAIL

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GLADIO PERCALES

All New Patterns
A well known percale at
a price below comparison.
Shown in an assortment of
new printed patterns. An-
other value found in the
J. C. Penney Co. Stores.
15c

NEW FASHEEN

Attractive Patterns
This Fasheen is of excel-
lent quality and guaranteed
to be fast color. Shown in
a varied assortment of pret-
ty patterns and colors. A
real value. The yard—
23c

Dynamic Values for Thrifty Folks

Substantial Savings Without "Sales"

Our idea of Service, Savings and Thrift is that we could not
really **SERVE** unless we made it possible for our customers to
SAVE WITH EVERY PURCHASE—rather than occasionally.

We do not believe that running so-called "Sales," of goods
purchased for sale purposes is as beneficial as offering Dy-
namic Values at the lowest possible prices **ALL THE TIME**.

Apron GINGHAMS

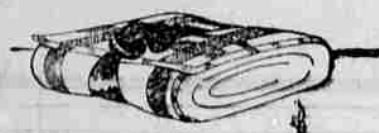
At A Low Price
Low prices here are made
possible through our volume
purchasing power. This as-
sortment is comprised of fine
quality apron gingham in a
variety of colors. Only—
12c Yd.

New GINGHAMS

Low Priced
You will find this assort-
ment of apron gingham the
same high quality the J. C.
Penney Co. Stores always
show. Attractive patterns
and colors at—
16c

Blankets of High Quality At Our Economy Prices

Before the colder weather sets in, it's the time to
buy Blankets! We are showing a very attractive
assortment in cotton and wool and in all-wool
blankets in the newest plaids and other patterns.
Most moderately priced, the pair.



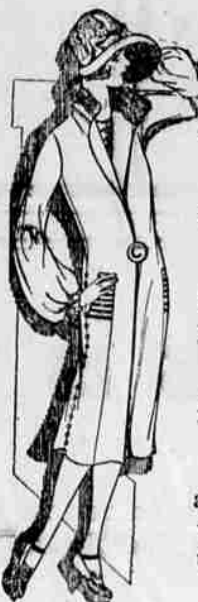
\$1.98 to \$9.90

TOILETRIES -- NOTIONS

Pebeco Tooth Paste.....	45c	Blas Fold Tape.....	10c
Colgate's Tooth Paste.....	19c	Ric Rac Band.....	10c
Pepsodent Tooth Paste.....	39c	Military Braid.....	7c
Cuticura Soap.....	19c	Hair Nets, Per-Nets.....	8c
Woodbury's Facial Soap.....	19c	Safety Pins, in cards.....	8c
Palm Olive Soap, 3 for.....	25c	Straight Pins.....	5c
Crema Oil Soap, 4 for.....	25c	Needles.....	5c
Palm Olive Beauty Powder.....	45c	Coat's Crochet Thread.....	3c
Djer Kiss Powder.....	25c	Millinery Needles.....	10c
Lov'ne Powder.....	63c	Hooks and Eyes.....	5c
Three Flower Powder.....	45c	Ties Snap Fasteners.....	8c
Mavis Powder.....	45c	"2-in-1" Shoe Polish.....	10c
Pompeian Powder.....	45c	Shinola Polish.....	10c
Melba Lov'ne Talcum.....	19c	Shinola Polish Sets.....	10c
Williams Talcum.....	19c	Pro-phy-lactic Tooth Brush.....	39c
Pompeian Talcum.....	19c	Owen's Tooth Brush.....	39c
Luxuria Cold Cream.....	75c - \$1.19	Darning Cotton.....	5c
Pompeian Day Cream.....	45c	Shine Laces.....	5c
Hind's Cream.....	39c	Plain and Fancy Buttons.....	5c
Mentholum.....	19c		

The Season's Best Values!

In Both Coats and Frocks
In the Styles You Like!



Newest styles await you here—
shipped direct to us from our East-
ern representatives in the big style
centers.

Values beyond comparison are
found here every day of the year.

New shipments of Ladies' Ready-
to-Wear are arriving daily to re-
plenish the values already in stock.

You will find Dresses and Coats
in all the newest styles and colors.

These garments which you will be
able to wear throughout the fall and
winter, at our nation-wide prices of
thrift. Styles for women and misses.

In this first Group, both
Dresses and Coats for
women and misses. Come
in and see what is ob-
tainable at this low price!
It's worth your while.

Here's another price
within the reach of all!
It's really surprising what
you will find in this group.
Frocks and Coats.

At this price, the height
of style is possible!
Heavy, lustrous silks in
the Dresses and fine
Twills in the Coats! See
them!

\$14.75

\$19.75

\$27.50

Ladies' Hosiery Values

POPULAR SHADES FOR FALL

Our Hose values are supreme. Buying for 745 Stores
enables us to secure drastic reductions, and in turn it means
great savings to our customers. Our stock of Ladies' Silk
Hose is complete, at prices below comparison.

IN A PLEASING ARRAY OF
FALL COLORS

All the shades of the season. Fine quality silk,
made to fit the ankle trimly. Full fashioned rein-
forced heel and toe.

SPLENDID VALUES AT

49c - 98c
\$1.49 - \$1.98



Sheeting

72-in. Nation-wide, bleached.....	45c
81-in. Nation-wide, bleached.....	45c
90-in. Nation-wide, bleached.....	49c
72-in. Nation-wide, unbleached.....	45c
81-in. Nation-wide, unbleached.....	45c
90-in. Nation-wide, unbleached.....	49c
72-in. Penco, bleached.....	53c
81-in. Penco, bleached.....	57c
90-in. Penco, bleached.....	63c
72-in. Penco, unbleached.....	49c
81-in. Penco, unbleached.....	53c
90-in. Penco, unbleached.....	57c

MUSLINS

Honor, bleached.....	45c
Honor, unbleached.....	41c
Belle Isle, bleached.....	42c
Belle Isle, unbleached.....	41c

HOUSELININGS

Standard L.L.....	7c
Texas C.....	9c
Polo L.L.....	12c

Sheets

81x90 Nation-wide.....	\$1.25
81x90 Nation-wide.....	\$1.29
81x90 Penco.....	\$1.49
81x90 Penco.....	\$1.69

PILLOW CASES

45x36 Nation-wide.....	33c
46x36 Penco.....	39c

PILLOW TUBING

42-in. Nation-wide.....	33c
45-in. Nation-wide.....	37c
42-in. Penco.....	39c
45-in. Penco.....	43c

RAMONA CLOTH

Ramona, 33-in.....	27c
Ramona, 39-in.....	29c
Ramona, 44-in.....	39c

PAY OUR STORE A VISIT
BEFORE BUYING

Lace-Trimmed Silk Lingerie Novel New Underthings



Silk Lingerie comes out of the
luxury class with our low prices.
Beautifully made garments with
the most exquisite trimmings
imaginable.

In Delicate Colors

Flesh, peach, lavender, blue, etc.
in boudoir shades. For misses and
women, our prices range,

\$1.98
to
\$4.98

Gowns,
Step-Ins,
and Chemises

Several delightful
styles of each!

Outing Flannel Values PLAIN AND FANCY COLORS

Lawrence, 27-inch.....	12½c
B. & Franklin, 27-inch.....	15c
Trinidad, 27-inch.....	17c
Victoria, 27-inch.....	17c
Apple Storm, 27-inch.....	19c
Apple Swiss, 27-inch.....	19c
Daisy Cloth, 27-inch.....	19c
Nation-Wide, 36-inch.....	17c
Apple Swiss, 36-inch.....	23c
Amoskeag, 36-inch.....	25c
Daisy Cloth, 36-inch.....	25c
Resta, 36-inch.....	29c

Because of the requirements for our 745 Stores, we are
able to offer savings in every line of merchandise—savings of
which the above outing flannels are ready examples.

Women's and Girls' Footwear

Newest Styles

Lowest Prices

Clever New Oxford Tie

In Patent—A Late
Arrival



This smart Oxford Tie is
of patent with dull calf
trimming; all-leather con-
struction; covered military
heel. One of the most at-
tractive models of the sea-
son.

\$4.98

Trimly Stylish Is This New Pump



A distinctive strap pump,
combining style with qual-
ity. Developed in patent
with dull calf underlay; cov-
ered military heel. Excep-
tional value at the moderate
price of—

\$4.98

Foot - Comfort and Ankle Support



A new and very modish
two-strap pump with our
built-in combination arch
support, insuring ease and
comfort for foot, leg and
ankle; Goodyear welt and
kather military heel—

\$4.98

Patent Oxfords

For Girls



Very stylish for growing
girls and misses. Real qual-
ity in patent with gun metal
apron; Goodyear welt; per-
forated. Very moderately
priced at—

\$3.98

A Patent Pump

For Growing Girls



Unusually good looking—
stylish, trim and excellent in
quality. Of patent with gun
metal calf trimming; low
walking heels with rubber
taps. Good value at a low
price—

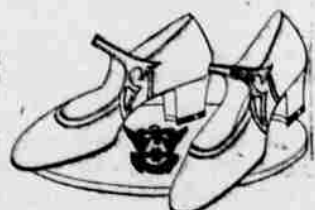
\$2.98

Women's Stylish Strap Pumps

Dull Calf Trim

Style while it's new and
fresh is exemplified by this
attractive strap pump. In
patent with dull calf trim-
ming; covered walking heel.
An unusually good value at

\$4.98



RUBBER FOOTWEAR
For Women and Misses
At Lowest In Town Prices.

RUBBER FOOTWEAR
For School Children
Very Moderately Priced

Fall and Winter Unions FOR WOMEN AND MISSES

Warm, comfortable, good-fitting
Unions await you here, in
styles and weights to suit the in-
dividual tastes. Buying for 745
Stores enables us to offer these
values.

Cotton Ribbed Union \$1.49

Fleece Lined Union.....\$1.49

Silk and Wool Un-
ions, all styles,
\$1.98

All-Wool Unions
\$4.50



New Hats of Unusual Charm

In the Modes for Autumn



A woman is most proud of her Hat!
Why not buy it where you are sure it
will be something to be proud of? Our
new Fall and Winter Millinery in silk
and velvet combinations satisfies every
wish for smart Hats! At

\$4.98