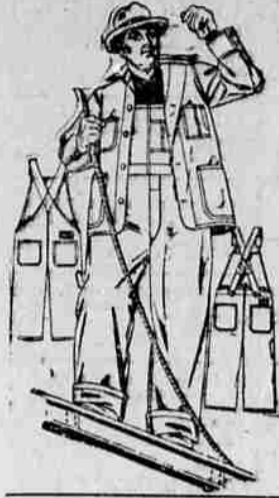


**J.C. Penney Co.**  
A NATION-WIDE INSTITUTION  
DEPARTMENT STORES  
108 Depot St., La Grande, Ore.

**Our "Pay-Day" Overalls**  
The Big Value for Workmen, Union Made

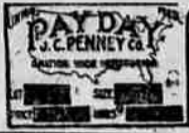


**\$1.15**

Extra strong stitching throughout, of 220 denim, cut extra full. The overall has suspender or regular overall back.

Six pockets, tacked to prevent ripping; all sizes, including extra sizes. Jackets have engineers' cuffs to match.

Union Label on all "Pay-Day" Overalls



**VALUE and SATISFACTION**  
You're Sure of Both At This Store  
Only by Making Your Purchases Profitable to You Can We Deserve and Expect Success.  
Get Your Share of These Thrift Values.

**BIG PAY SOX**  
Knitted from good strong cotton thread, reinforced at heel and toe. This sock comes in black, cordovan and grey. A real sock for service.  
3 for 50c

**METAL LUNCH KITS**  
Regular size lunch kit. Made of good strong metal, with safety catch on cover. Compartment in lid for vacuum bottle.  
49c

**VACUUM BOTTLES**  
Genuine Ice-Hot vacuum bottle that keeps liquid hot or cold for 24 hours. Correct size to fit lunch kits.  
98c

**Striped Hickory Vests**  
For Service  
A favorite with the workman. A light weight striped vest, V-neck, button style and long sleeves. Cut full and comfortable. Priced at only—  
\$1.15

**Men's Canvas Gloves**  
Best Quality—Lowest Prices  
Men's canvas gloves in various weights. Made of good heavy Canton flannels. Values made possible only through our 745 Store buying power.  
2 for 25c - 15c - 19c

**Men's Work Suits**  
Serviceable Khaki Drill  
Men's full cut suits in one-piece style of good weight khaki drill, well made throughout. A suit that is cut full and roomy to allow severe strain. Only—  
\$2.98

**J.C. Penney Co.**  
A NATION-WIDE INSTITUTION  
DEPARTMENT STORES  
108 Depot St., La Grande, Ore.

**Our Own J. C. Penney Co. Shirts and Blouses**

Made to our exacting specifications over our extra large patterns—therefore full cut. Exceptional values!



**Shirts**  
Sizes 12 1/2 to 14 1/2  
**98c**

Fancy broad-cloth in newest stripes, checks, open and well-covered designs.

Heavy pearl buttons; collars, cuffs and pockets made and finished with care. Styles full of pep! Good values that please mothers.

**Blouses**  
Sizes 6 to 16  
**98c**

**Overcoats of Character**  
As Well As Good Reputation



These Overcoats have CHARACTER! They square up to high ideals of Value! That means they're RIGHT—all the way through! Right in Design, in Style, in Fabrics, in Tailoring. We want you to inspect the feature group at—

**\$4.75**

Three-button double-breasted Box Coats in overplaid and heather mixtures; also Tubular Coats with slightly broader shoulders and straight lines, in Dark Browns, Greys, Fancies and Solid Blues.

Some diagonal and diamond weaves. Splendid Overcoats that are warm, durable and stylish—good to wear and economical to buy.

Others at \$16.50 to \$34.75

**"MARATHON"**

Hats for Fall Ready

Designed and made up to an Ideal—that's Marathons. Men who wear them know that—they know they get—

- Sure Style
- Good Lines
- Perfect Balance
- True Quality
- Fine Workmanship
- Newest Colors
- Low Price

What more can we add, except to say: "Your Marathon Hat is ready!"

Priced from **\$3.49 to \$5.50**



**Fall Waverly Caps**

Snappy fall and winter caps for men and young men, made of fine quality cassimere, well lined, with all-leather sweats. Some are shown with fur-lined ear bands. Tans, blues, greys and browns are the colors.

**98c to \$1.98**

Talking the Language of Style and Personality As Applied to the

**New Fall SUITS at**

**\$29.75**



Young Men want Style—YES! But they also insist on real Value that assures Style—Predominance.

That means good, reliable fabrics—worth-while tailoring, good trimmings.

Here are serges, unfinished worsteds and cassimeres—the very essence of VALUE, in easy-fitting styles that you are sure to like. SEE THEM!

Others at \$16.50 to \$34.75

**Men's Heavy Domet Shirt**

A Powerful Nation-Wide Value  
A shirt that will make good under the hardest kind of wear. Of E. & P. Domet, cut over our Big Mac pattern.

Heavy weight domet twill, extra full cut; two large button pockets; in Khaki and grey.

Well made throughout. Buy your winter's supply of these serviceable shirts now and take advantage of our famous Nation-Wide low price—

**\$1.19**



**Men's Blazers**

Novelty Patterns  
All the new large block, squares and checks in the liveliest color effects we have seen. In worsted or woolen materials. Priced from—

**\$4.69 to \$6.90**

**Boys' Blazers**

For Service  
Bright lively checks and plaids, comes this showing of boys' blazers in the colors and patterns boys like so well. Excellent values at this low range—

**\$3.49 to \$5.90**



**"Big-Mac" Work Shirts**  
Our Own Nationally-Known Brand

Our own "Big Mac" label stands for big value—

**69c**

Of plain blue or grey chambray; two large button pockets; large, roomy sleeves and body; square cut tails. All sizes, including Regular, Slim and Extra Sizes.

Big Buying Power makes the low price possible.



**Men's Warm Underwear**  
Quality—Value—Low Prices

Men's crew Ribbed Unions, medium weight, long sleeves, ankle length, and cut to fit, only—  
\$1.49

Men's grey wool and cotton mixed Unions. Long sleeves, ankle length. A splendid garment, at only—  
\$2.49

Men's 75% wool mixed Unions. Made for service and comfort. Long sleeves and ankle length. Only—  
\$3.49

Men's all-wool Unions. Perfect fitting garments in black, grey, white, and buff. Long sleeves and ankle length, at—  
\$1.98

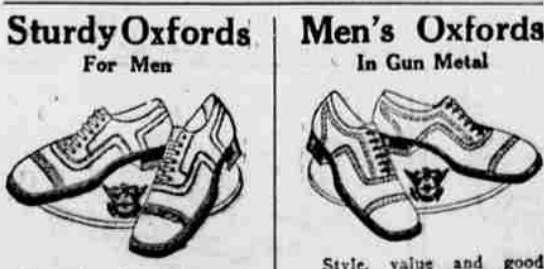
**FALL AND WINTER UNIONS**  
For Boys—Big Values  
49c to \$3.98



**"The Cornell" for Young Men**  
Of Durable Tan Calf

Style, together with unusual quality of leathers and value all thru. In tan calf; new stitched design; rubber heels. One of our unusual values at—  
**\$4.98**

**Sturdy Oxfords**  
For Men



Exceptional durability and real style. In fine selected tan calf; rubber heels. A feature value at the unusually low price of—  
**\$5.90**

**Men's Oxfords**  
In Gun Metal



Style, value and good workmanship. Of gun metal calf; Goodyear welts; rubber heels. An extra good value at the moderate price of—  
**\$4.98**

**Tan Calf Shoes**  
For Boys



Style and appearance like dad's. In selected tan calf; Goodyear welts; rubber heels. A very exceptional value at a low price—  
MEN'S SIZES  
Sizes 2 1/2 to 5 1/2 ..... \$3.39  
Sizes 12 1/2 to 2 ..... \$2.98

**A Tan Oxford**  
For the Boy

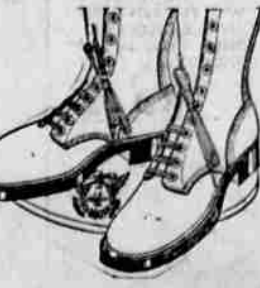


Here's good looks, quality and comfort for the boys. In staunch tan leathers; Goodyear welts; rubber heels. Very low priced at—  
MEN'S SIZES  
Sizes 2 1/2 to 5 1/2 ..... \$3.39  
Sizes 12 1/2 to 2 ..... \$2.98

**HIGH CUTS**  
For Men and Boys

Our stock of men's and boys' shoes is complete, showing high quality shoes at the lowest prices. Prices made possible by our 745 Store buying power.

MEN'S SIZES  
Priced ..... \$5.90 to \$8.90  
BOYS' SIZES  
Priced ..... \$3.69 to \$1.98



**LONG PANTS**  
**SCHOOL SUITS**

Serviceable—Low Priced

Buying for our 745 Stores enables us to present these unusual values in boys' clothing. Thousands of boys' suits are sold by our stores annually—gaining for us drastic reductions which mean savings for you.

**\$6.90**  
to  
**\$11.90**

At the above low price range is shown a fine selection of boys' fine clothing. Suits with two pairs of long pants, with style and quality.

All the season's newest colors are shown in cassimeres and worsted materials. See our stock before buying.

