



Michael S. Alpert

Wants You to Know That he has many more bargains to offer you in this record-breaking GOING OUT OF BUSINESS SALE

Mike, as you all know him, thanks you for your confidence expressed in him by eager throngs of people who come to see and buy.

STAG SHIRTS
All-wool regular heavy weight. It will pay you to buy two for the price of one.
Going Out at **\$3.97**

LEATHER COATS
Genuine horsehide, chrome tanned. Size 36 to 48
Going Out at **\$3.97**
Don't Miss This Great Opportunity!

CORDUROY PANTS
Corduroy pants in the very best grade.
Regular \$5.50 value.
Going Out at **\$2.97**

DRESS PANTS
Dress pants in the new Spring colors and novelty weaves. Values to \$6.00.
Going Out at **\$3.39**
See Them Before Buying!

UNION SUITS
Two-piece underwear, fleece lined jersey and fleece lined knit. Regular \$1.25 values.
Going Out at **19c**

FRIDAY AND SATURDAY ONLY
Men's Wear
Going Out of Business



NOTICE OF SALE

Notice is hereby given that Harry E. Myers, Administrator of the estate of Andrew S. Myers, deceased, pursuant to an order of the County Court of the State of Oregon for Union County, made on the 7th day of March, 1927, will from and after Monday, the 11th day of April, 1927, sell at private sale the following described real property belonging to the Estate of said Andrew S. Myers, deceased, to-wit:

Lot 17 in Block 21 of Fred-morr's Addition to the City of La Grande, Oregon.

Lot 19 in Block 62 of Chapin's Addition to the City of La Grande, Oregon.

Said Lot 17 in Block 21 of Fred-morr's Addition will be sold to be when they grow up.

for not less than \$750.00, and rate Lot 19 in Block 62 of Chapin's Addition will be sold for not less than \$2100.00. The sale will be for cash or at least one-third of the purchase price in cash, with the balance payable on or before two years, with interest upon deferred payments at 7 per cent per annum, such balance to be secured by first mortgage upon the property.

The first publication of this notice is made at La Grande, Oregon, on the 19th day of March, 1927.

HARRY E. MYERS,
Administrator of the Estate of Andrew S. Myers, deceased.
Mar. 9-16-23-26-Apr. 6.

We always have wondered what these little girl evangelists want to be when they grow up.

SHERRY'S

Today - Tomorrow
'Without Mercy'
An age-old story of love in a gorgeous modern setting with a new and surprising climax.
Vera Reynolds, Dorothy Phillips
Robert Ames, Rockliffe Fellows
Comedy - "HAVE COURAGE"

25th Anniversary
Rayon Frocks
For Homemakers
The particular woman's choice for afternoons at home—delightful styles of rayon fabrics, fine ginghams or prints. Outstanding values at—
\$1.98

OUR 25th YEAR
J.C. PENNEY CO.
A NATION-WIDE INSTITUTION
"where savings are greatest"
108 Depot St., La Grande, Ore.

25th Anniversary
School Dresses
For Girls 7 to 14
Every girl will be early for school the morning she puts on one of these very pretty dresses—fine, gingham and rayon.
\$1.98



Easter Presentation

of Fashion's Latest Modes
Featuring Also Our 25th or Silver Anniversary



25th Anniversary
Juniors' Modish Frocks
Designed To Fit Small Women Perfectly



Ready! For Springtime—and to take a front place in any smart group. These new junior frocks pass all requirements for correctness. Canton crepe, flat crepe and georgette fashion them—and all manner of clever trimmings make each one distinctive.

Bolero Effects
Jacket Effects
Two-Piece Styles
Ruffles, Tiers, Pleats
A review of the favored modes is delightfully varied—and one of fascinating color. Black and white is often seen. Be sure to see this special Anniversary group.

\$1.475

Becoming Style for Juniors and Small Women

25th Anniversary
Wise Women Know
That Coats from J. C. Penney Co's Have Smartness



Reliable quality goods always—this is our principle and our immense Buying Power makes it possible for us to offer authentic styles at prices that are always lower! Look for your Easter coat now.

Slim Lines Prevail—Intricate Trimmings
The slim silhouette is still most popular—but belts and clever trimming break the perfectly straight line. Sizes for women, misses and junior misses.

\$1.475 and \$2.475



25th Anniversary
Waverly Caps
For Young Men
Well shaped and perfectly balanced caps in selected quality cassimeres, well-lined and trimmed. All the style and quality there is, and at a moderate price too—
\$1.98

25th Anniversary
Men's Shirts
Fancy Broadcloth
Superb quality, high-coult broadcloths, in exclusive patterns confined to our Stores. Cut extra full; every detail of workmanship and finish is neckband. Some separate collar.
\$1.98

25th Anniversary
English Pants
For Young Men
Full-cut English model; cassimeres in many new shades of an, blue-grey and silver-grey is narrow, broad and novelty stripes. For countless days or to wear with an odd coat, these values will prove attractive, at—
\$3.98 to \$5.90

25th Anniversary
Slip-on Girdle
Easy to Adjust
Many women and misses prefer these girdles of slip-over type—so easy to adjust and so comfortable to wear. Low-priced at—
\$1.98

25th Anniversary
Hats For Girls
Youthful—New
Her hat is sure to be smart—and becoming, too, if it is selected from our new ones. Straw and combinations in one and two colors.
98c to \$2.98

25th Anniversary
New Percales
Our Own "Gladio"
Another of our special trademarked brands—Gladio percale in new light and medium patterns, yard
14c

25th Anniversary
Spring Suits
4-Piece for Boys
Stylish cassimeres, medium and light grey. Coat, vest and one pair regular knickerbockers; and one pair golf knickerbockers; or one golf and one longie; or two pair longies—
\$9.90

25th Anniversary
The Verdict
A Marathon Hat
Finest quality and superb make and finish; snap brim. In White, Pearl, Belgium, Tint-of-Blue, Coral—
\$4.98

25th Anniversary
Men's Suits
Spring Styles
Dressy three-button, single button models, made of quality serges, worsteds and unfinished worsteds—blues, browns and greys—mixtures and stripes. Well made and tailored through—quality in every detail, moderately priced—
\$24.75

25th Anniversary
Wash Suits
For Juniors
Novelty models and cloths, in various color-combinations, many with sport collars and belts. Every tub suit is cut full, is attractive and dependable. At our thrifty low prices
98c to \$1.98

25th Anniversary
Hook Front
Semi-Elastic Girdle
A number which has found favor with many of our customers—comfortable, yet providing a sufficient support. Low-priced, too,
\$2.98

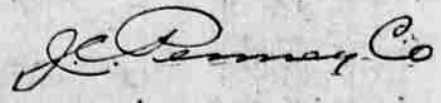
25th Anniversary
Spring Ties
Step Into Style
There's correct style in a smartly simple tan oxford trimmed with embossed leather motifs. It's a well-made shoe too, and comes in gunmetal; sizes 2 1/2 to 7.
\$3.98

25th Anniversary
Men's Jacquard Sweaters
Wool and Rayon Mixed
In slipover, lumberjack and coat models; well-shaped, full cut, fine quality in every detail.
Extra good value at prices to suit everyone. Our Mass Buying for 773 Stores assures lowest possible prices—
\$2.98 to \$4.98



The Magnet—Easter and Our Celebration

Interest in our celebration of the Silver Anniversary of the founding of this Company in 1902 will be heightened this week by a presentation of beautiful new styles for Easter and the warm Spring days to follow.
This might be appropriately called "Ladies' Week of Our 25th Anniversary" for feminine lovers of pretty things for wear and for the home, find our Store particularly attractive and interesting.
Voguish creations of Easterwear for women and their daughters, bring an added desire to visit our Store this week—a desire which should be gratified whether you buy or not. Our Store will have a new appeal for men as well.



25th Anniversary
Rogers' Table Silverware
With a Life Guarantee

- 26-Piece Set In Art Case:
 - 6 Forks
 - 6 Knives
 - 6 Teaspoons
 - 6 Tablespoons
 - 1 Sugar Shell
 - 1 Butter Knife
- Wm. Rogers Mfg. Co.'s guarantee without time limit with each set. Heavy deposit pure silver. Stainless steel knives with quadruple silverplated handles. Spoons and forks with reinforced plate where wear is heaviest. A big value at a small price **\$5.90**