

WE'LL SAY IT AGAIN—

Easter Shoppers!

HERE'S YOUR CHANCE!

Buy Men's Clothing, Shoes and Furnishings at unheard of low prices. It's all bright, clean merchandise from famous well known makers bought for this spring's trade. Come in—your dollar will do wonders in this

Going Out of Business SALE

Read These Prices—Then See The Goods

NECKWEAR

We still have a large assortment of the finest silk and silk-and-wool ties and bow ties. Just the thing for Easter!—
39¢

BELTS

Genuine cowhide wide belts in the finest fancy patterns—
39¢ to 79¢

DRESS SOX

Imported full fashion sox, of the finest colors, in fancy patterns
29¢ and 49¢

The chance of a fisherman's lifetime! Buy the articles listed below.

HI TOP BOOTS

In genuine full tanned; absolutely waterproof. Values to \$15.00—
\$4.97 to \$6.97

CAPS

All new Spring caps in attractive colors and novelty weaves,
89¢

WOOL SOX

Just the thing for the fisherman. All-wool ribbed sox in white and gray colors—
39¢ to 44¢

KHAKI PANTS

Heavy moleskin and gaberdine—
99¢

WORK SHOES

In the moccasin toe and composition soles
\$2.89

LEATHER JERKINS

Made of the finest cowhide and heavy blanket lined—
\$7.87

TENNIS SHOES

Heavy suction soles and the best quality
97¢

Men's Wear

GOING OUT OF BUSINESS

25th Anniversary

Spring Gloves Novelty French Kid

The jaunty effectiveness of your costume depends on the correct accessories—these French kid gloves are right!

\$2.98

OUR 25th YEAR

A NATION-WIDE INSTITUTION—

J.C. PENNEY Co.

OUR SILVER YEAR

"where savings are greatest"

108 Depot St., La Grande, Ore.

Easter Apparel

25th Anniversary

Your Coat!

At Your Price In Our Stocks

Individual and always smart—these new coats that we can offer at our famous attractive savings! Twill and kasha-like materials for Easter Sunday—and tweeds for all the time.

\$9.90 to \$24.75

25th Anniversary

Again! Our Feature Dresses

New--For Springtime--These Silk Dresses

At Our Famous Savings

773 Stores Combined in One Great Organization!

One and Two Pieces

Another purchase of these exceptional dresses! You can buy several new frocks at this price.

Two-piece styles on tailored lines with pleated skirts are popular—jacket effects and boleros are variations of the two-piece mode.

Sizes for Women, Misses and Junior Misses

\$9.90

Colors Include Rose Tans, Blues, Green, Navy, Black and White

Flat crepe of heavy quality fashions these very wearable dresses—plain colors are combined with prints—and two shades of one color. The Values are remarkable. See them while the stock is fresh.

Skirts Are Pleated

Necklines Varied

Elaborate Trimmings

Every detail that will be found on higher priced dresses marks these for feature offerings—modish styles—fine materials—and such a price!

Nation-Wide Values Are Typical of Our Silver Anniversary Celebration

25th Anniversary

It's New Hat Time!

Miss and Matron Styles

Easter and new hats—go hand in hand! We have anticipated your needs—with a selection of styles for every type of costume.

Shop Where Nation-Wide Advantages Are Possible

Your Hat Is Here

Straw, felt, silk or braid—perhaps combined—and the colors are Spring's loveliest. The prices, too, are attractive.

\$1.98, \$2.98, \$3.98, \$4.98

25th Anniversary

New Lingerie

Springtime Styles

Whether your feminine heart beats faster to tailored styles or frilly ones—there are garments you'll like in this assortment. Pastel shades.

Vests, Gowns, Chemise, Slips, Step-ins

98c

BLOOMERS Of Satinette

A new assortment of colored satinette bloomers. A real value. Only—
79¢

25th Anniversary

Men's Athletic

Union Suits

Best quality 72x80 nainsook, full cut, well made and well trimmed. One of our exceptional values at the low price of,
49c

25th Anniversary

House Frocks

Charmingly Styled

Unexpected callers will not catch you unprepared if you have several of these attractive frocks—ginghams, prints and percales—all sizes.
79c

25th Anniversary

Men's Spring

Marathon Hats

"The Skylark" a new man's Marathon hat for Spring wear. Snap brim, messaline satin lined. In Cloud Blue, Belgium, Mint and Blue Bird; smart lines and quality all thru—
\$3.98

25th Anniversary

New Waverly

Caps for Men

Rayon stripe cassimeres, silk lined. Big values at—
98c

Payette Girl Is Ill At The Dalles

THE DALLES, Ore., Apr. 14. (AP)—Found in a dazed condition on a highway near here early this week, a girl who identified herself as Buelah Caldwell, 16, of Payette, Ida., recovered sufficiently late yesterday to explain her plight. She said she had left home because of differences with her mother, had been given a ride from Ontario to The Dalles by tourists, and had started to walk to Portland when she collapsed. She said her father lives in Medford.

THE "NICEST MAN"

NEW YORK—Edna Wallace Hopper, who is reconciled to "just about the nicest man" she ever laid eyes on—Albert G. Brown, her husband—is living at the St. Regis. He says he will remain at the Lambda club.

There's enough time in a man's body to whitewash a chicken fence, says a Chicago surgeon. We are awaiting the headline: SLAYS MATE AS FENCE GETS MOLLY.

NOTICE OF SALE

In the District Court of the United States for the District of Oregon.

In the Matter of S. F. Andrews, Bankrupt.

Notice is hereby given that the undersigned trustee of the estate of S. F. Andrews, bankrupt will receive sealed bids until the hour of 10:00 o'clock A. M. on the 23rd day of April, 1927, for the purchase of the stock of goods, fixtures and equipment of said S. F. Andrews. Inventory of same may be seen at undersigned office or at the office of H. E. Dixon, receiver in bankruptcy. Said sale will be for cash and a certified check for 10% of the amount of the bid must accompany each bid.

HAL ROHNENKAMP, Trustee.

10 Years Ago Today

The Presbyterian Missionary society met at the home of Mrs. Mos. Friday afternoon.

CORRECT STATIONERY

For every occasion. Invitations, regrets, acceptances, social correspondence.

One large lot of exceptionally fine

Boxed Paper

in pastels, and white, bordered and deckled edged.
49c

L. & L. Drug Co.

SHERRY'S

TODAY And TOMORROW

"The People vs. Nancy Preston"

An All-Star Cast with

MARGUERITE DE LA MOTTE

and

JOHN BOWERS

A rapid succession of thrilling situations piling one on the other to a superb and happy climax.

Comedy—"DEAR SEASON"

25th Anniversary

A Smart Cut-Out Model

With Gay Leather Appliques

Smartness begins with slender heels, says Dame Fashion, and she should find no fault with these charming One-Straps of gleaming black patent with modish embossed leather trim. Notice how cleverly the fancy applique reinforces that part of the vamp where the first signs of wear are seen.

\$3.98

25th Anniversary

Men's Fancy Broadcloth

80-80 Percale

And Madras Shirts

Exclusive printed patterns confined to our Stores; all absolutely FAST color. Cut full, well-made throughout in collar-attached and neckband styles.

One of the best Shirt Values we have ever offered at the low price of,

98c

25th Anniversary

Men's Stylish

Semi-Conservative Suits

In dressy three-button, single-breasted models and fashioned of excellent quality serges, worsteds and unfinished worsteds, in blues, browns, medium and light greys—smart mixtures and striped effects.

Every detail of tailoring and finish is up to our high standards of quality. One of our feature values at—
\$24.75