

Lunch Kits

Good size lunch box with patent holder on inside of cover to hold a Vacuum Bottle. Box alone.

Every
Workman
Needs One

49c Built to Stand
Rough Use

Penimaid Vacuum Bottle, pint size, 79c

J.C. PENNEY CO.

108 Depot St., La Grande, Oregon

"Pen-Co-Nap"

"Pen-Co-Nap" is our own trade-marked brand of improved sanitary napkins—soft, absorbent and comfortable to wear. Economically packed 8 in a box for

Our Own
Trade-Mark **19c** Improved
Quality
8 in a Box

Men's Rubbers For Heavy Duty

A work rubber built for wear and available in black and red. Double grey-outsoles, broad last, garter lining, and dull finish upper.

\$1.59

Overalls

Our Own
"Oxhide" Brand

Made of 220 blue denim. Triple stitched seams, high back or suspenders—back styles. Assorted lengths, sizes 30 to 48 waist. Overall or Jacket, at—

89c

Lumberjacks Of Mackinaw Cloth

In fancy patterns, elastic coated bottom, sport collar, two button-flap patch pockets.

\$3.98

STEPPING STONES TO THRIFT

Nowadays, it is the wise thing—the sensible thing—the clever thing, to be Thrifty. Getting the most for your Dollars—Making sure of VALUE—is of supreme importance to most people—regardless of their station in life, the style in which they live and the state of their finances.

"Stepping Stones to Thrift" at this Store are very real and definite in their actual benefits in the business of helping individuals and families to get ahead.

There never was a time, since this Store was opened, when we have offered YOU—and YOU—and YOU—such GOOD VALUES AS RIGHT NOW! Every Item—every Price—in our Store—is veritably a "Stepping Stone to Thrift!"

**Cash Prices
Are Lower**

**No "Seconds"
at Any Price**

**Lowest Prices
EVERY Day**

**Nothing Can
Supplant
Quality**

**Packing Value
Into Your
Dollars**

**Satisfaction
Assured
Always**

Boys' Hose
Heavy Ribbed
Durable and warm school
hose. All sizes.
25c

**All Wool
Union Suits**
Men's heavy weight union
suits, gray color.
\$3.98

**Mackinaws
For Men**
Of selected mackinaw cloth.
Big and warm for winter.
\$6.90

Hose for Men
Jacquard Patterns
Plain silk hose, mercerized
heel and toe—at
49c

**Extra Heavy
Wool Socks**
Very warm, long wearing
and exceptional value at—
49c

Work Suits
Durable—Low Priced
Ask to be shown "True Blue"
brand. Big value.
\$1.93

**Tailored Vest
Of Fine Rayon**
Bodice top style—an ex-
cellent garment for only
49c

Pillow Cases
"Wizard" Brand
Good looking—service-
able—size 42x36. Each,
19c

**Hand Size
Turkish Towels**
Small, convenient size—
white and colored patterns.
15c

**"Roxbury"
Our Own Cretonne**
Square—four drapes and
comfortable coverings. Yd.
19c

Outing Flannel
27 inch width
Stripes and checks in light
and dark grounds.
10c

"Gladio" Percale
New Patterns
A trademarked brand of de-
pendable quality. Yard
15c

"Wizard" Sheets
For Every Day
51 x 90 splendid sheets at
an economical price. Each
89c

"Nation-Wide"
Outing Flannel
An outstanding value—plain
white and patterns. Yard,
17c

Bedspreads
Crinkled—Striped
Good looking, serviceable
spread—regula and extra
length. 98c—\$1.98

Utility Counts In These Staple Household Items

Hundreds of housewives are using "Belle Isle" muslin every day. 36 inches wide, bleached and 39 inches unbleached. Yard

10c

Turkish Towels

A Good Value!

25c



The kind of a handy towel you can always use—double thread terry, size 22x44 in plain white, stripe border or all over plaid. Hundreds of customers are using this towel.

Needles 'n Pins To Prepare for Fall Sewing



Brass Pins 4c
Pins, household, pkg. . . 8c
Penguin Safety Pins. 4c
Penimaid Safety Pins. 8c
Needles 4c
Penslips 4c
Thimbles 4c and 8c

"Jim's Special"
Work Suspenders
Police back and cross back
styles.
49c

**Union Suits
For Boys**
Fleece-lined, extra ribbed,
long sleeves and legs.
49c

**Twill Domet
Flannel Shirts**



Full cut throughout for com-
fort. Has 2 button thru pockets.
Big value—
98c

A Splendid Electric Iron Convenient Household Size At An Economical Price

Here is a chance to re-
place the iron you have been
using at a very small cost—
highly nickel-plated and
priced only,

\$2.98



Utmost in Value



Considered from every angle — Style, Fabric, Service and Low Price — every one of our Men's and Young Men's Overcoats stands for Supreme Value. Drop in and judge for yourself.

**Variety of Models
Distinctive Patterns
Novelty Weaves
Overplaids**

Thru and thru and plaid back overcoatings in shades of tan, gray, brown and blue.

\$19.75

Men's Union Suits

Full Cut, Durable;
Well Made and Low Priced



Men's Union Suits — 16-pound, extra ribbed, full length and long sleeves **98c**
Men's Union Suits — Natural color, fleece-lined, full length and long sleeves **98c**
Men's Union Suits — Gray random, fleece lined, full length and long sleeves **98c**
Men's Union Suits — Gray ribbed wool mixed, full length and long sleeves **\$1.98**

**Khaki Flannel
Shirts**
Double elbows, two army flap
pockets. Exceptional value—
\$1.93

**Moleskin
Work Pants**
Extra heavy weight, five
roomy pockets.
\$2.69

Boys' Shirts
Percales and Chambrays
Our own "True Blue" model
in many patterns.
79c

Men's Socks
Heavy Wool
Warm, durable and extra
good value.
29c

**Flannelette
Night Shirts**
Cut full and roomy. New
Stripes. For men.
98c

**New Designs
In Shirts**
Exclusive patterns, cut full
well made and finished—
\$1.49

Fluffy Comforts
Cotton Filled
Soft, warm comforts—
filled with white cotton.
\$1.98 and \$2.49

Cotton Blankets
In Pairs
Plaid and striped patterns.
Size 70 x 80.
\$1.98

Cotton Batts
3-Pound Size
Soft and warm for attrac-
tive, cozy comforts.
98c

Honor "Muslin"
Dependable
36 in. wide bleached and
39 in. wide unbleached, yd.
12 1/2c

"Ramona" Cloth
Linen Finish
Fine for shirts, dresses and
centerpieces. 18 in.
15c

**Part-Wool
Blankets**
Warm enough—but not
too heavy. Size 70 x 80. Yd.
\$3.98

Novelty Cuffs
Trim the New
Fabric Gloves



No costume is complete with-
out gloves to match—and fab-
rics are a wise choice because
they can be kept spotless so
easily. Smart new ones have
novelty cuffs and are priced
very inexpensively, pair

49c

Rochelle Ginghams
Assorted patterns—22 inch-
es wide. Yard.
10c

Outing Gowns
With Long Sleeves
New patterns, soft and warm
—yoke front style.
98c

"Golden Dawn"

Lustrous, smooth and fine—"Golden Dawn" is a plain rayon alpaca of better quality—appropriate for house frocks and children's fresh wash dresses—lovely plain colors. Yard,

A Better
Rayon Fabric

59c

Tub Fast
Plain Colors

Greater Style Variety

Appears in the Frock
Assortments



Skirts are circular, tiered or
pleated—necklines show a score of
treatments, sometimes plain and
sometimes trimmed with lace—
satin and dull crepe are used to-
gether and velvet is combined with
another fabric. So many clever
styles and such attractive prices!

**\$9.90 and
\$14.75**
Juniors
Misses,
Women,

Frocks for every need have never been
more delightfully individual—there is a ten-
dency to fullness that is smartly restrained
to keep the appearance of a straight line.