

J.C. PENNEY CO.

188 Depot St. La Grande, Oregon

Dresses For Women, Misses, Juniors An ideal opportunity to acquire the extra frock that plays so important a part in the wardrobe! \$6.90	Girls' Coats In Sizes 10 to 14 The schoolgirl will be warmly and smartly clad for the chilly season in one of these simple, chic coats. \$5.90	Boys' Suits Four Piece Of Cashmere in a variety of smart patterns. Coat and vest with two pairs trousers. \$9.90 \$11.90	Students' Suits Smartly Styled Good wearing quality too. Single-breasted models in selected fabrics; variety of shades and patterns. Made to our own strict standards. \$14.75 and \$16.75
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THRIFT

Low Prices are always interesting news to the Thrifty Shopper. Even more interesting, however, is the News of how to get Assured Quality while still enjoying Low Prices. That is the kind of News the Keen Shopper will find in the items presented here. Every item in this ad represents a definite opportunity to save on needed merchandise. The critical judge of values who investigates the offerings displayed here will find his or her search for Money-Saving Values well rewarded. We welcome the Thrifty Shopper because all our operations are conducted with a view to packing every customer's dollar full of value and satisfaction.

NEWS!

Smart Coats For Women, Misses, Juniors It's almost surprising to learn that these modestly priced coats are liberally trimmed with fur! \$14.75	Chic Frocks For Women, Misses, Juniors Such compelling values in such delightful frock styles, for camp, and combinations—in black and favorite colors. \$9.90	Gay Scarfs In Many Shapes Triangles, squares and triangles of soft silks—printed and pointed in bright colors—and priced only 98c, \$1.98	Styles Change In Rubber Aprons, Ties These new ones have a front panel of a contrasting color—many dainty styles—great values. 49c	Overcoats For Junior Boys Smartly styled in a variety of new shades and patterns. Materials and workmanship are up to our own high standards. \$4.98 and \$5.90	Men's Suits Smart Styling Low-Priced Thrifty and style go together in the attractive three-button, single-breasted model shown here. In a variety of selected fabrics and patterns. \$19.75
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"Lady-Lyke" Caret for Slender and Average Figures Last-fash model with 7 1/2 inch bonnet in the front. Size 22 to 24. 98c	A Dainty Case And a Delicate Powder The all-over finish case contains a lovely smooth powder that "takes on." Single Compact... 49c Double Compact... 98c	Wool Mixed Sweaters Here is a good wool mixed sweater with shawl collar. An exceptional value at 98c	Mackinaws Warm and Durable Made of selected Mackinaw cloth, in notch and shawl collar. Full tubular, two flap pockets. \$6.90
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Fabric Gloves Have Smart Women's Approval They'll wear these smart, smooth, soft and easy to keep trim. Size 7 1/2 to 8 1/2. 79c and 98c	"Belle Isle" Bleached and Unbleached Muslin A very useful material. Bleached 26 inches wide, unbleached 28 inches wide. Size 7 1/2 to 8 1/2. 10c	Men's Shirts Fancy Broadcloth Full cut, well made. EAST COLOR. Collar attached and neck style with collar to match. \$1.98 and \$2.98	All Wool Caps For Boys Of all wool Casimere with fine lining and leather forehead protection. Standard good looking. 69c and 98c
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Long Brassiere Back-closing Boned across the front for support when worn with a low-cut corset. Size 32 to 40. 49c	Smart Arctics for Women A sensible arctic in a stylish model, at an unusually low price. Actual value. \$1.98	Night Shirts Amosrag Teasidown Trimmed with silk fringe. Cut full for comfort. 32 inches long. An exclusive striped pattern. 1.49	Fleece-Lined Sweaters for Men Very warm and durable. Fleece-lined sweaters in solid colors and two-color combinations. \$1.29
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Rayon Lingerie Lace-Trimmed Gowns, chemise, blouses, etc.—in a delightful assortment—each one carefully lace-trimmed. Your choice. 98c-1.98	Umbrellas To Brighten a Rainy Day Black and colors—with a self-roller and novelty handles—so smart as they are practical and stylish. \$2.98	Good Value In Shoe Dollars Get your outfit with half million but not novelty value. \$4.98	Dress Oxford At Low Price Dress Oxford for the Footwear Man necessarily priced for such a Quality shoe. \$3.98
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MARKET NEWS OF THE DAY

	CHICAGO GRAIN		Low	Close
	Open	High		
Wheat	1.17	1.17 1/2	1.16	1.16 1/2 @ 1.17 1/2
May	1.19 1/2	1.19 1/2	1.18 1/2	1.21 1/2 @ 1.21 1/2
July	1.21 1/2	1.21 1/2	1.20	1.22 1/2 @ 1.22 1/2

PORTLAND WHEAT
PORTLAND, Ore., Jan. 10 (AP)—Wheat: Big Bond bluestem, hard white 1.47; soft white 1.15 1/2; western white 1.24 1/2; hard white 1.12; soft white 1.11 1/2; western red 1.11 1/2.
Oats: No. 2-28 1/2, white 14.00; No. 2, 14.00; No. 2, 14.00; No. 2, 14.00.

CHICAGO CASH
CHICAGO, Jan. 10 (AP)—Wheat: No. 2 hard, 1.17; No. 2 soft, 1.12.
Oats: No. 2, 14.00; No. 2, 14.00; No. 2, 14.00; No. 2, 14.00.

WHEAT ENDS DAY AT HIGHER FIGURE
CHICAGO, Jan. 10 (AP)—Opening unchanged to 1/2 higher. Chicago wheat now declined 1/2 a point. Over market unchanged to 1/2 off and subsequently started a moderate general drop. Cuts were firm. Provisions also declined 1/2 a point.

EASIER CREDIT, FAVORABLE NEWS CAUSE ADVANCE
NEW YORK, Jan. 10 (AP)—Easier credit conditions and favorable trade news, including an especially large increase of 242,702 tons in the qualified orders of the United States steel corporation last month, provided the groundwork for another week advance in prices in today's stock market. Resumption of selling pressure against some leading industrial caused a temporary sitting spell around midday, but fresh buying support was quickly supplied, and a long list of issues advanced 2 to 1/2 per cent above yesterday's final quotations.

PORTLAND LIVESTOCK
PORTLAND, Ore., Jan. 10 (AP)—Cattle and calves: 1000-1200 lbs., good 10.75 to 11.25; 1200-1400 lbs., good 11.00 to 11.50; 1400-1600 lbs., good 11.25 to 11.75; 1600-1800 lbs., good 11.50 to 12.00; 1800-2000 lbs., good 11.75 to 12.25; 2000-2200 lbs., good 12.00 to 12.50; 2200-2400 lbs., good 12.25 to 12.75; 2400-2600 lbs., good 12.50 to 13.00; 2600-2800 lbs., good 12.75 to 13.25; 2800-3000 lbs., good 13.00 to 13.50; 3000-3200 lbs., good 13.25 to 13.75; 3200-3400 lbs., good 13.50 to 14.00; 3400-3600 lbs., good 13.75 to 14.25; 3600-3800 lbs., good 14.00 to 14.50; 3800-4000 lbs., good 14.25 to 14.75; 4000-4200 lbs., good 14.50 to 15.00; 4200-4400 lbs., good 14.75 to 15.25; 4400-4600 lbs., good 15.00 to 15.50; 4600-4800 lbs., good 15.25 to 15.75; 4800-5000 lbs., good 15.50 to 16.00; 5000-5200 lbs., good 15.75 to 16.25; 5200-5400 lbs., good 16.00 to 16.50; 5400-5600 lbs., good 16.25 to 16.75; 5600-5800 lbs., good 16.50 to 17.00; 5800-6000 lbs., good 16.75 to 17.25; 6000-6200 lbs., good 17.00 to 17.50; 6200-6400 lbs., good 17.25 to 17.75; 6400-6600 lbs., good 17.50 to 18.00; 6600-6800 lbs., good 17.75 to 18.25; 6800-7000 lbs., good 18.00 to 18.50; 7000-7200 lbs., good 18.25 to 18.75; 7200-7400 lbs., good 18.50 to 19.00; 7400-7600 lbs., good 18.75 to 19.25; 7600-7800 lbs., good 19.00 to 19.50; 7800-8000 lbs., good 19.25 to 19.75; 8000-8200 lbs., good 19.50 to 20.00; 8200-8400 lbs., good 19.75 to 20.25; 8400-8600 lbs., good 20.00 to 20.50; 8600-8800 lbs., good 20.25 to 20.75; 8800-9000 lbs., good 20.50 to 21.00; 9000-9200 lbs., good 20.75 to 21.25; 9200-9400 lbs., good 21.00 to 21.50; 9400-9600 lbs., good 21.25 to 21.75; 9600-9800 lbs., good 21.50 to 22.00; 9800-10000 lbs., good 21.75 to 22.25; 10000-10200 lbs., good 22.00 to 22.50; 10200-10400 lbs., good 22.25 to 22.75; 10400-10600 lbs., good 22.50 to 23.00; 10600-10800 lbs., good 22.75 to 23.25; 10800-11000 lbs., good 23.00 to 23.50; 11000-11200 lbs., good 23.25 to 23.75; 11200-11400 lbs., good 23.50 to 24.00; 11400-11600 lbs., good 23.75 to 24.25; 11600-11800 lbs., good 24.00 to 24.50; 11800-12000 lbs., good 24.25 to 24.75; 12000-12200 lbs., good 24.50 to 25.00; 12200-12400 lbs., good 24.75 to 25.25; 12400-12600 lbs., good 25.00 to 25.50; 12600-12800 lbs., good 25.25 to 25.75; 12800-13000 lbs., good 25.50 to 26.00; 13000-13200 lbs., good 25.75 to 26.25; 13200-13400 lbs., good 26.00 to 26.50; 13400-13600 lbs., good 26.25 to 26.75; 13600-13800 lbs., good 26.50 to 27.00; 13800-14000 lbs., good 26.75 to 27.25; 14000-14200 lbs., good 27.00 to 27.50; 14200-14400 lbs., good 27.25 to 27.75; 14400-14600 lbs., good 27.50 to 28.00; 14600-14800 lbs., good 27.75 to 28.25; 14800-15000 lbs., good 28.00 to 28.50; 15000-15200 lbs., good 28.25 to 28.75; 15200-15400 lbs., good 28.50 to 29.00; 15400-15600 lbs., good 28.75 to 29.25; 15600-15800 lbs., good 29.00 to 29.50; 15800-16000 lbs., good 29.25 to 29.75; 16000-16200 lbs., good 29.50 to 30.00; 16200-16400 lbs., good 29.75 to 30.25; 16400-16600 lbs., good 30.00 to 30.50; 16600-16800 lbs., good 30.25 to 30.75; 16800-17000 lbs., good 30.50 to 31.00; 17000-17200 lbs., good 30.75 to 31.25; 17200-17400 lbs., good 31.00 to 31.50; 17400-17600 lbs., good 31.25 to 31.75; 17600-17800 lbs., good 31.50 to 32.00; 17800-18000 lbs., good 31.75 to 32.25; 18000-18200 lbs., good 32.00 to 32.50; 18200-18400 lbs., good 32.25 to 32.75; 18400-18600 lbs., good 32.50 to 33.00; 18600-18800 lbs., good 32.75 to 33.25; 18800-19000 lbs., good 33.00 to 33.50; 19000-19200 lbs., good 33.25 to 33.75; 19200-19400 lbs., good 33.50 to 34.00; 19400-19600 lbs., good 33.75 to 34.25; 19600-19800 lbs., good 34.00 to 34.50; 19800-20000 lbs., good 34.25 to 34.75; 20000-20200 lbs., good 34.50 to 35.00; 20200-20400 lbs., good 34.75 to 35.25; 20400-20600 lbs., good 35.00 to 35.50; 20600-20800 lbs., good 35.25 to 35.75; 20800-21000 lbs., good 35.50 to 36.00; 21000-21200 lbs., good 35.75 to 36.25; 21200-21400 lbs., good 36.00 to 36.50; 21400-21600 lbs., good 36.25 to 36.75; 21600-21800 lbs., good 36.50 to 37.00; 21800-22000 lbs., good 36.75 to 37.25; 22000-22200 lbs., good 37.00 to 37.50; 22200-22400 lbs., good 37.25 to 37.75; 22400-22600 lbs., good 37.50 to 38.00; 22600-22800 lbs., good 37.75 to 38.25; 22800-23000 lbs., good 38.00 to 38.50; 23000-23200 lbs., good 38.25 to 38.75; 23200-23400 lbs., good 38.50 to 39.00; 23400-23600 lbs., good 38.75 to 39.25; 23600-23800 lbs., good 39.00 to 39.50; 23800-24000 lbs., good 39.25 to 39.75; 24000-24200 lbs., good 39.50 to 40.00; 24200-24400 lbs., good 39.75 to 40.25; 24400-24600 lbs., good 40.00 to 40.50; 24600-24800 lbs., good 40.25 to 40.75; 24800-25000 lbs., good 40.50 to 41.00; 25000-25200 lbs., good 40.75 to 41.25; 25200-25400 lbs., good 41.00 to 41.50; 25400-25600 lbs., good 41.25 to 41.75; 25600-25800 lbs., good 41.50 to 42.00; 25800-26000 lbs., good 41.75 to 42.25; 26000-26200 lbs., good 42.00 to 42.50; 26200-26400 lbs., good 42.25 to 42.75; 26400-26600 lbs., good 42.50 to 43.00; 26600-26800 lbs., good 42.75 to 43.25; 26800-27000 lbs., good 43.00 to 43.50; 27000-27200 lbs., good 43.25 to 43.75; 27200-27400 lbs., good 43.50 to 44.00; 27400-27600 lbs., good 43.75 to 44.25; 27600-27800 lbs., good 44.00 to 44.50; 27800-28000 lbs., good 44.25 to 44.75; 28000-28200 lbs., good 44.50 to 45.00; 28200-28400 lbs., good 44.75 to 45.25; 28400-28600 lbs., good 45.00 to 45.50; 28600-28800 lbs., good 45.25 to 45.75; 28800-29000 lbs., good 45.50 to 46.00; 29000-29200 lbs., good 45.75 to 46.25; 29200-29400 lbs., good 46.00 to 46.50; 29400-29600 lbs., good 46.25 to 46.75; 29600-29800 lbs., good 46.50 to 47.00; 29800-30000 lbs., good 46.75 to 47.25; 30000-30200 lbs., good 47.00 to 47.50; 30200-30400 lbs., good 47.25 to 47.75; 30400-30600 lbs., good 47.50 to 48.00; 30600-30800 lbs., good 47.75 to 48.25; 30800-31000 lbs., good 48.00 to 48.50; 31000-31200 lbs., good 48.25 to 48.75; 31200-31400 lbs., good 48.50 to 49.00; 31400-31600 lbs., good 48.75 to 49.25; 31600-31800 lbs., good 49.00 to 49.50; 31800-32000 lbs., good 49.25 to 49.75; 32000-32200 lbs., good 49.50 to 50.00; 32200-32400 lbs., good 49.75 to 50.25; 32400-32600 lbs., good 50.00 to 50.50; 32600-32800 lbs., good 50.25 to 50.75; 32800-33000 lbs., good 50.50 to 51.00; 33000-33200 lbs., good 50.75 to 51.25; 33200-33400 lbs., good 51.00 to 51.50; 33400-33600 lbs., good 51.25 to 51.75; 33600-33800 lbs., good 51.50 to 52.00; 33800-34000 lbs., good 51.75 to 52.25; 34000-34200 lbs., good 52.00 to 52.50; 34200-34400 lbs., good 52.25 to 52.75; 34400-34600 lbs., good 52.50 to 53.00; 34600-34800 lbs., good 52.75 to 53.25; 34800-35000 lbs., good 53.00 to 53.50; 35000-35200 lbs., good 53.25 to 53.75; 35200-35400 lbs., good 53.50 to 54.00; 35400-35600 lbs., good 53.75 to 54.25; 35600-35800 lbs., good 54.00 to 54.50; 35800-36000 lbs., good 54.25 to 54.75; 36000-36200 lbs., good 54.50 to 55.00; 36200-36400 lbs., good 54.75 to 55.25; 36400-36600 lbs., good 55.00 to 55.50; 36600-36800 lbs., good 55.25 to 55.75; 36800-37000 lbs., good 55.50 to 56.00; 37000-37200 lbs., good 55.75 to 56.25; 37200-37400 lbs., good 56.00 to 56.50; 37400-37600 lbs., good 56.25 to 56.75; 37600-37800 lbs., good 56.50 to 57.00; 37800-38000 lbs., good 56.75 to 57.25; 38000-38200 lbs., good 57.00 to 57.50; 38200-38400 lbs., good 57.25 to 57.75; 38400-38600 lbs., good 57.50 to 58.00; 38600-38800 lbs., good 57.75 to 58.25; 38800-39000 lbs., good 58.00 to 58.50; 39000-39200 lbs., good 58.25 to 58.75; 39200-39400 lbs., good 58.50 to 59.00; 39400-39600 lbs., good 58.75 to 59.25; 39600-39800 lbs., good 59.00 to 59.50; 39800-40000 lbs., good 59.25 to 59.75; 40000-40200 lbs., good 59.50 to 60.00; 40200-40400 lbs., good 59.75 to 60.25; 40400-40600 lbs., good 60.00 to 60.50; 40600-40800 lbs., good 60.25 to 60.75; 40800-41000 lbs., good 60.50 to 61.00; 41000-41200 lbs., good 60.75 to 61.25; 41200-41400 lbs., good 61.00 to 61.50; 41400-41600 lbs., good 61.25 to 61.75; 41600-41800 lbs., good 61.50 to 62.00; 41800-42000 lbs., good 61.75 to 62.25; 42000-42200 lbs., good 62.00 to 62.50; 42200-42400 lbs., good 62.25 to 62.75; 42400-42600 lbs., good 62.50 to 63.00; 42600-42800 lbs., good 62.75 to 63.25; 42800-43000 lbs., good 63.00 to 63.50; 43000-43200 lbs., good 63.25 to 63.75; 43200-43400 lbs., good 63.50 to 64.00; 43400-43600 lbs., good 63.75 to 64.25; 43600-43800 lbs., good 64.00 to 64.50; 43800-44000 lbs., good 64.25 to 64.75; 44000-44200 lbs., good 64.50 to 65.00; 44200-44400 lbs., good 64.75 to 65.25; 44400-44600 lbs., good 65.00 to 65.50; 44600-44800 lbs., good 65.25 to 65.75; 44800-45000 lbs., good 65.50 to 66.00; 45000-45200 lbs., good 65.75 to 66.25; 45200-45400 lbs., good 66.00 to 66.50; 45400-45600 lbs., good 66.25 to 66.75; 45600-45800 lbs., good 66.50 to 67.00; 45800-46000 lbs., good 66.75 to 67.25; 46000-46200 lbs., good 67.00 to 67.50; 46200-46400 lbs., good 67.25 to 67.75; 46400-46600 lbs., good 67.50 to 68.00; 46600-46800 lbs., good 67.75 to 68.25; 46800-47000 lbs., good 68.00 to 68.50; 47000-47200 lbs., good 68.25 to 68.75; 47200-47400 lbs., good 68.50 to 69.00; 47400-47600 lbs., good 68.75 to 69.25; 47600-47800 lbs., good 69.00 to 69.50; 47800-48000 lbs., good 69.25 to 69.75; 48000-48200 lbs., good 69.50 to 70.00; 48200-48400 lbs., good 69.75 to 70.25; 48400-48600 lbs., good 70.00 to 70.50; 48600-48800 lbs., good 70.25 to 70.75; 48800-49000 lbs., good 70.50 to 71.00; 49000-49200 lbs., good 70.75 to 71.25; 49200-49400 lbs., good 71.00 to 71.50; 49400-49600 lbs., good 71.25 to 71.75; 49600-49800 lbs., good 71.50 to 72.00; 49800-50000 lbs., good 71.75 to 72.25; 50000-50200 lbs., good 72.00 to 72.50; 50200-50400 lbs., good 72.25 to 72.75; 50400-50600 lbs., good 72.50 to 73.00; 50600-50800 lbs., good 72.75 to 73.25; 50800-51000 lbs., good 73.00 to 73.50; 51000-51200 lbs., good 73.25 to 73.75; 51200-51400 lbs., good 73.50 to 74.00; 51400-51600 lbs., good 73.75 to 74.25; 51600-51800 lbs., good 74.00 to 74.50; 51800-52000 lbs., good 74.25 to 74.75; 52000-52200 lbs., good 74.50 to 75.00; 52200-52400 lbs., good 74.75 to 75.25; 52400-52600 lbs., good 75.00 to 75.50; 52600-52800 lbs., good 75.25 to 75.75; 52800-53000 lbs., good 75.50 to 76.00; 53000-53200 lbs., good 75.75 to 76.25; 53200-53400 lbs., good 76.00 to 76.50; 53400-53600 lbs., good 76.25 to 76.75; 53600-53800 lbs., good 76.50 to 77.00; 53800-54000 lbs., good 76.75 to 77.25; 54000-54200 lbs., good 77.00 to 77.50; 54200-54400 lbs., good 77.25 to 77.75; 54400-54600 lbs., good 77.50 to 78.00; 54600-54800 lbs., good 77.75 to 78.25; 54800-55000 lbs., good 78.00 to 78.50; 55000-55200 lbs., good 78.25 to 78.75; 55200-55400 lbs., good 78.50 to 79.00; 55400-55600 lbs., good 78.75 to 79.25; 55600-55800 lbs., good 79.00 to 79.50; 55800-56000 lbs., good 79.25 to 79.75; 56000-56200 lbs., good 79.50 to 80.00; 56200-56400 lbs., good 79.75 to 80.25; 56400-56600 lbs., good 80.00 to 80.50; 56600-56800 lbs., good 80.25 to 80.75; 56800-57000 lbs., good 80.50 to 81.00; 57000-57200 lbs., good 80.75 to 81.25; 57200-57400 lbs., good 81.00 to 81.50; 57400-57600 lbs., good 81.25 to 81.75; 57600-57800 lbs., good 81.50 to 82.00; 57800-58000 lbs., good 81.75 to 82.25; 58000-58200 lbs., good 82.00 to 82.50; 58200-58400 lbs., good 82.25 to 82.75; 58400-58600 lbs., good 82.50 to 83.00; 58600-58800 lbs., good 82.75 to 83.25; 58800-59000 lbs., good 83.00 to 83.50; 59000-59200 lbs., good 83.25 to 83.75; 59200-59400 lbs., good 83.50 to 84.00; 59400-59600 lbs., good 83.75 to 84.25; 59600-59800 lbs., good 84.00 to 84.50; 59800-60000 lbs., good 84.25 to 84.75; 60000-60200 lbs., good 84.50 to 85.00; 60200-60400 lbs., good 84.75 to 85.25; 60400-60600 lbs., good 85.00 to 85.50; 60600-60800 lbs., good 85.25 to 85.75; 60800-61000 lbs., good 85.50 to 86.00; 61000-61200 lbs., good 85.75 to 86.25; 61200-61400 lbs., good 86.00 to 86.50; 61400-61600 lbs., good 86.25 to 86.75; 61600-61800 lbs., good 86.50 to 87.00; 61800-62000 lbs., good 86.75 to 87.25; 62000-62200 lbs., good 87.00 to 87.50; 62200-62400 lbs., good 87.25 to 87.75; 62400-62600 lbs., good 87.50 to 88.00; 62600-62800 lbs., good 87.75 to 88.25; 62800-63000 lbs., good 88.00 to 88.50; 63000-63200 lbs., good 88.25 to 88.75; 63200-63400 lbs., good 88.50 to 89.00; 63400-63600 lbs., good 88.75 to 89.25; 63600-63800 lbs., good 89.00 to 89.50; 63800-64000 lbs., good 89.25 to 89.75; 64000-64200 lbs., good 89.50 to 90.00; 64200-64400 lbs., good 89.75 to 90.25; 64400-64600 lbs., good 90.00 to 90.50; 64