

We Invite You to Our SPRING STYLE SHOW

for Spring we sponsor

SHINY STRAW BRAIDS

by "Austelle"

Especially smart... and flattering... are the shiny straw braids with lace facing on the brim. You will find other new combinations, too... all at this very attractive low price.

\$2.98

Silk Crepe Dresses

Engaging new
fashions for busy
Spring days

\$14.75

Bright silk frocks with lace... interesting new prints... silk suits exploiting daring color combinations... afternoon dresses with the new three-quarter sleeve and stunning black and white combinations. Yokes, peploms, jackets, pleats and low-placed flares provide infinite variety of style. Come in... see for yourself how much more smartness your money buys this Spring!

\$7.90

Finest Values
in Years

Boys' Suits

4 Pieces

Coat and vest with 2 lounge—
or 1 golf knicker and 1 lounge.

Fabrics include cassimeres, twists, and worsteds in light and medium shades—fancy stripe, overplaid and fleck effects. One of the best boy's suit values in years.

We are showing
the latest in Mens
and Boys clothing
on live models
this Friday eve-
ning inside our
store at 7:45 p. m.

Dull finish
Sheer

Stockings

at only **98¢** Pair

See our New No. 439

These will be a "find" for thrifty shoppers! Full-fashioned, of course, with picot top and French heel. Silk-plaited toe and sole.



Black Dull Kid
Trimmed with gunmetal kid and black-and-white snakes.

\$4.98



For Sportswear

Smartly combining the new "Sea Sand" kid with sand beige morocco grain.

\$3.98

COATS for SPRING

\$9.90 to \$24.75

Every important fashion is assembled for your early selection. The coat with fur scarf, the coat with fabric or silk scarf, the broad revers collar... and countless new sleeve and cuff treatments. The fabrics are soft... well-adapted to the slender, belted silhouette that receives prominence. Come in to see them... there is a coat to fit you... at a price with which you will be delighted!

Style Correctness

Stamps These Suits
"Smart"

\$19.75

See the smart
Spring modes as
worn by some of
the popular
younger set of La
Grande at this
store on Friday
evening at 7:45
p. m.

But in addition to style-rightness, quality and value are of a high order. A comprehensive variety of fabrics include worsteds and novelties... many interesting variations in newer colorings.

J. C. PENNEY COMPANY INC.

1307-1309 Adams Ave.

La Grande, Ore.