

**312 Economy Spots
In the Good U.S.A.**

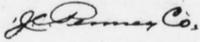
Dotting the map of the United States, are 312 spots where one may spend his or her money for things to wear and use in the home and have enough left to call the day profitable.

They are indeed, economy spots—where prices are just and just what you want to pay!

Furthermore, the prices, while lower than elsewhere, are no lower than they will be here next week or any week.

The same square, above-board treatment is given you every day—just the kind of consideration everybody gets.

They are not only economy spots—they're satisfaction spots—the 312 J. C. Penny Co. stores.



WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

J.C. Penney Co.
A NATION-WIDE INSTITUTION -
Incorporated
312 DEPARTMENT STORES

BUYING
FOR OUR
312 STORES
ASSURES
LOWEST
PRICES

COLVILLE, WASHINGTON

**START YOUR 1922
With a Well-Regulated Plan!**

Successful factories and business houses operate on carefully developed plans. Best regulated homes work on the budget system—a plan! Have you a plan for 1922? If economy is to be part of it, you are assured the splendid help afforded by the purchasing power of our 312 department stores. Our store here is for your accommodation.

**Making a Store
Attractive.**

There are many things in our store which you can see with the naked eye.

There are many things you will never see but they are here nevertheless.

You cannot see the complete plans we have made for your convenience.

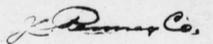
You cannot see the extensive preparations we have made to save you money on goods you daily need.

You cannot see these things, but, when in our store, you will appreciate them none the less.

Our immediate selling program has many superior advantages for shoppers.

New goods are arriving almost daily.

And each item is marked at a price-lowness that is baffling to our competitors.



**Featuring Women's Dresses
of Wool Tricotine and Poiret Twill**

Here are the new dresses that every woman will want. They are made of a good quality of wool Poiret Twill and Tricotine, richly embroidered and braided and are cut in the long, youthful line effects so much in vogue. Wonderful style and quality for the money!

Stylish Dresses

Some Embroidered

Very long lines and heavily embroidered designs make these dresses decidedly attractive for Spring wear.

\$10.90

The color is a deep navy and the embroidery is black, some with a gold thread.



Poiret Twill Dresses—Braid Trimmed

The distinctive new styles of these dresses show how varied are the season's fashions. The color is blue and the trimmings are of handsome braid and embroidery. Extremely attractive at so small a price as

\$12.75

**Shoes for Men and Women
Style, Fit, Wear at Low Prices**

It is easy for others to quote our prices, but hard to match our values. Every advantage gained by our tremendous shoe purchasing power is passed along to our customers. Every price quoted here rings true and a trial of our shoes will prove to you the merit of our claim.

Shoes for Women

Smart new styles in the finest leathers—black and brown kid and calfskin—with the popular military heels. Shoes that add attractiveness to the feet and comfort to the wearer—that give unusual service at least possible cost

\$3.98 \$4.98 \$5.90



Shoes for Men

Qualities that appeal to men—durability, comfort, style. Made of select quality calfskin, kid and kangaroo leathers in brown and black. English lasts and medium and broad toes in blucher and straight lace styles. Your money's worth in every pair.

\$3.98 \$4.98 \$5.90



Shoes for Boys and Girls

Sturdy shoes for boys and girls for dress occasions and knock-about wear. Built strongest where most needed. They stand for the J. C. Penney Co. idea of real wear. Our quantity buying plus our store efficiency insures them to be

Rightly Priced



\$1.98

Men's Hats

The man's hat pictured is an exceptional value from our famous "Marathon" line. Made of fur felt with silk ribbon band and genuine leather sweat band. In a variety of popular colors. Style as illustrated.

1.98

Work Shirts

"Double Kind" work shirts made of heavy blue cheviot shirting, with double sleeves and double back. Give twice the wear of the ordinary shirt.

1.49

Stylish Suits and Overcoats

Remarkable Values for Men and Young Men



ALL men and young men who are contemplating the purchase of a new suit or overcoat will be keenly interested in the remarkable values we are showing at prices that assure such substantial savings.

J. C. Penney Co. Suits and Overcoats are made exclusively for us and sold only in our 312 stores. They are carefully tailored from selected wools and modeled on the best fitting, up-to-minute lines for men and young men.

The styles we are showing are new and correct—the same as sold by us all this season—styles that are worn by well dressed men everywhere.

The opportunity is presented for you to come to this store and effect substantial savings on the purchase of one or more of these handsome new suits or overcoats.



We stand squarely behind our claim that there is the utmost for the dollar in our clothing, and an investigation of the styles we present at the following popular prices will, we are sure, substantiate our claim.

\$16.75 \$24.75 \$32.50

CHILDREN'S HOSE
An exceptional value in a heavy ribbed cotton hose for boys and girls, black only. Pair
12½c

CANVAS GLOVES
Canvas gloves, 12-ounce, well made, blue knit wrist. Pair
15c

MEN'S WOOL SHIRTS
All wool "Buffalo" shirts in plain colors and plaids.
2.98

GLOVES
Heavy quality leather faced canvas gloves, sewed on back
35c

WORK PANTS
Big Values
Made of heavy drab moleskin. Strongly sewed and finished for long service. A money saver.
2.98

Good, firm quality khaki twill pants, well made, cuff bottoms—
1.98

Men's Socks

A good quality fine dress socks in black, brown, navy and gray. Per pair

12½c

Heavy cotton work socks in gray mixed, plain, tan and black.

12½ and 15c

Play Suits

Blue denim play suits, good quality, fast color, red trimmed. Size 2 to 8.

89c

MEN'S CASHMERE SOCKS
Regular U. S. navy issue socks, natural only. New goods. Exceptional values. Pair

25c

**THE LARGEST CHAIN DEPARTMENT
STORE ORGANIZATION IN THE WORLD**