

**YOUR NAME
ADDED TO OUR
MAILING LIST**

will bring to you from time to time, fashion information, from New York and Paris prepared by capable writers and attractively illustrated.

It always is interesting to know what is in vogue in the ever-changing realms of style and our writers will find pleasure in keeping you posted.

We will be pleased to add your name and address to our mailing list at our New York offices. Will you kindly mail or hand it to us?

By the way, it may interest you to know that the mailing list for all our 312 department stores comprises nearly a million names! Ask us to add yours.

J. C. PENNEY CO.

World's
Largest
Chain
Department
Store
Organization

J.C. Penney Co.
A Nation-wide Institution
312 Dept. Stores

Buying
For Our
312 Stores
Assures
Lowest
Prices

TILLAMOOK, OREGON

FEBRUARY ECONOMIES FOR THE FAMILIES!

Just a few minutes in our store at this time will uphold to you buying economies here that you cannot afford to pass by without taking advantage of. Every department is demonstrating our year-round values for the whole family. The items here enumerated are typical of thousands of others.

**HAVE YOU EVER
HEARD OF THE DISEASE
"SALESOLGY"?**

It is most prevalent when business is dull and merchants need money.

This usually occurs during the first two months each year and again during the dog days.

It is a mercantile ailment we corrected in our business many years ago.

We administered the remedy by fixing our prices at fair and just figures in the beginning, thus eliminating dull periods in our business and making it unnecessary to reduce prices in order that our stores might continue to attract customers.

The wisdom of this policy is attested by the growth of our business from one store in 1902 to 312 stores in 1922.

J. C. PENNEY CO.

WE NOW FEATURE

Spring Suits for BOYS

ALL WITH TWO PAIRS OF PANTS

Of unusual interest to the parents and boys who visit this J. C. Penney Company store this season is our offering of Boys' Knickerbocker Suits for Spring and Summer wear.

In anticipation of the largest Spring and Summer business in our boys' department during the year 1922 we have ever enjoyed in our history we have assembled an exceptionally fine line of boys' suits which our large quantity buying for 312 stores enables us to offer at lowest possible prices.

**\$6.90 \$9.90
\$13.50**

Others from \$5.90 to \$16.90

All of these suits are in fancy models such as appeal to both the boys and their parents—Norfolk styles with and without yokes; box pleats, inverted pleats, knife pleats—single and double breasted styles of fancy cassimere cloths in these popular Spring colors: brown, green, grey and blue. Every suit has two pair of knickers.

Included in our new Spring showing of Boy's Two-Pant Knickerbocker Suits are "Penney-Junior" and "Armour-Clad" Suits, with double seats, double knees and double elbows. Made of finest all-wool Cassimeres. The most wonderful values in boys' fine suits that can be made to sell at anything near our prices.

WE NOW FEATURE

Stylish New Spring Apparel

IN AN ADVANCE PRESENTATION

Milady will find selection from our advance Spring presentation of Coats, Suits and Dresses an inspiration and a pleasure. The latest style decrees of fashionable New York are authoritatively exemplified in this early showing, while prices are easily within reach of all.

We are particularly fortunate in being able to provide values in apparel of such exceptional order at the very threshold of a new season.

WOMEN'S AND MISSES' DRESSES

IN THE NEW SPRING MODELS

Crisp new wool Tricotine, Poirer Twill, Taffetas and Canton Crepes, featuring all the new style effects in neck lines, sleeves, trappings and combination of colors. Refreshingly different, and extremely good values at—

\$9.90 to \$34.75

COATS--New Spring Effects

The Fashionable Materials

Velours, Polaire Cloth, Chinchillas and Bolivias in the new sport effects as well as for street wear. They have belted or loose back; some trimmed with straps, stitching or buttons, new pocket effects, etc. Either lined throughout, half lined or unlined. Lengths 36 to 45 inches. In tans and the bright shades for sport wear.

\$8.90 to \$27.50

SUITS--Late Spring Models

Smart, Serviceable Fabrics

A fascinating display of the new season's styles, featuring the new box, ripple, tailored and semi-tailored creations. Trimmings of self-straps, stitching and embroidery. The workmanship, tailoring and quality of the materials are of the character customarily found in suits that are priced much higher.

There's a Pleasing Style at Almost Any Desired Price

**\$24.75
to
\$33.75**



4c. Buys

Many Useful Items

Sold regularly at this price at J. C. Penney Co. stores.

THIMBLES—

Nickle plated, all sizes 4c

Coats Spool cotton 4c

Cotton Tape 8-12 4c

Paper Pins 4c

Bafettes 4c

1/4 in. Elastic Web 4c

Hairpins 4c

Hooks & Eyes 4c

Safety Pins 4c

Coats stand Floss 4c

Shoelaces 4c

8c. Buys

Home Necessities

Little things everybody needs and can save on here.

Celloid Rattles 8c

Filled Elastic, yd. 8c

Celloid Hairpins 8c

Stickeret Braid 8c

Rias Tape, 6 yd. pcs. 8c

Rick Rack Braid 8c

Brass Pins (300 count) 8c

Duplex Safety Pins 8c

Ink Tablets 8c

72 in. Shoelaces 8c

OVERALLS

A Low Price

Union Made, 2.20 white back blue denim; full cut, double stitched throughout, two-seam leg. Jacket to match, at same price.

\$1.19

SPLENDID HOUSE

DRESSES

There is a wealth of satisfaction experienced by the frugal woman to know that she has economically repared for the future by providing her wardrobe with a number of really beautiful and serviceable porch and house dresses. We are helping her in her aspirations by presenting the famous L'Aiglon Gingham Dresses at only—

\$2.49

At this popular price, which is surprisingly low for garments of such unquestionable service and beauty, no woman need deny herself the pleasure they give. They are made in a variety of models of an excellent quality of gingham in colorful checks. The workmanship is of that painstaking kind that means so much in the way of wear-resistance.

Your Inspection Is Invited

Specially Grouped

LADIES SUITS

of extreme values
Sizes 36 to 52

\$14.75

LADIES SILK

Dresses

Satin, Taffeta and Party
Dresses.

\$8.90

WOOL FLANNEL MIDDIES

In red, blue and green
sizes 8 to 20 and 36 to 44
Either close or fitted waist

\$3.98 \$4.50

MEN'S FLANNEL

SHIRTS

A REAL SHIRT for the MONEY

This shirt is recommended by us as the best value any man can buy at anything like the price.

\$3.98

Other equally good value at—

\$2.49 and \$2.98

Made of O. D. Khaki Army Serge with flat or military collar and two button flap army pockets, sizes 14 1/2 to 17.

A well made serviceable, attractive shirt.

Shoes For Men and Women

Style, Fit, Wear, at Low Prices

Shoes For Women

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.

Small 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 price 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



MEN'S ALL-WOOL OVERCOATS

MEN'S NEW SPRING SUITS

\$13.75 \$19.75 \$24.75
In Cashmeres, worsteds and serges
\$19.75 \$24.75 27.50 29.75 \$32.50
CASHMERE SOX HEAVY WOOL SOX
Pure Wool 25c. 39 and 49
CHILDREN'S HOSE 15c.

Tablets

Most for the Least

Pencil tablets, two sizes—6 x 9 inches with 30 sheets and 8 x 10 with 50 sheets, good quality ruled paper.

Unusual value, only

5c.