

Putting Our House in Order To Meet New Conditions

The J. C. PENNEY CO., Operating 312 Department Stores in 27 States, will, on **MONDAY, JANUARY 10th**, open its doors with **Reconstruction Prices prevailing**—Every price in our stores is based upon our replacement price, **REGARDLESS OF PREVIOUS COST.**

BELIEVING the time has arrived when revision of prices is warranted by replacement value—having discounted our merchandise thousands of dollars in our inventory just completed—we therefore give to the public the full benefit of the loss we sustain.

Remember we have said Our Replacement Price which should prove doubly attractive. Buying for 312 stores doing a yearly business of approximately *Fifty Million Dollars* should be sufficient proof that our replacement price is substantially lower than that of our competitors.

Do not confuse this with the usual mark up and mark down special sale commonly held by other merchants. The J. C. Penney Company never has, nor does it now believe in special sales. Remember every article will remain as priced until sold or forced by market conditions to change.

Many items are limited in quantity, many may prove underpriced—hence delay to purchase may result in disappointment. Come expecting to find every item in our store bearing it proper reduction. We stake our reputation that you will not be disappointed.

Children's Rib Hose RECONSTRUCTION PRICE per pair 15c	Toile de Nord and Red Seal Ginghams RECONSTRUCTION PRICE per yard 23c	Bleached Muslin, one yard wide RECONSTRUCTION PRICE per yard 12½c	HOPE MUSLIN, one yard wide RECONSTRUCTION PRICE per yard 13c	Dark Percales, one yard wide RECONSTRUCTION PRICE per yard 25c	White Laundry Soap RECONSTRUCTION PRICE per bar 5c	Calico in lights RECONSTRUCTION PRICE per yard 12½c
Good Weight Unbleached Muslin RECONSTRUCTION PRICE per yard 12½c	Oil Cloth, Fancy, RECONSTRUCTION PRICE per yard 33c	Apron Checks RECONSTRUCTION PRICE per yard 12c	Beautiful Dress Ginghams in Plaids and Broken Checks RECONSTRUCTION PRICE per yard 19c	Outing Flannel, Light and Dark Fancy RECONSTRUCTION PRICE per yard 19c	White Outing, one yard wide RECONSTRUCTION PRICE per yard 25c	Kimono Crepe RECONSTRUCTION PRICE per yard 35c
Silk Thread RECONSTRUCTION PRICE 100 yard spool 15c	Sewing Thread RECONSTRUCTION PRICE per spool .7c	Coats' Crochet Cotton RECONSTRUCTION PRICE per ball 12c	Indian Head, Bleached, 44 inch RECONSTRUCTION PRICE per yard 49c	Pillow Tubing, 36 inch RECONSTRUCTION PRICE per yard 45c	Bleached Pequot Sheeting 9-4 RECONSTRUCTION PRICE per yard 69c	Unbleached Sheeting 7-4 RECONSTRUCTION PRICE per yard 45c
Sweeping Declines in Shoe Department MEN'S WORK SHOES RECONSTRUCTION PRICE per pair \$2.98 to \$7.90	Men's Dress Shoes RECONSTRUCTION PRICE per pair 3.98 to 7.90	Pillow Tubing, 42 inch RECONSTRUCTION PRICE per yard 49c	COTTON BLANKETS Buy now and save money RECONSTRUCTION PRICE Size 45x72 \$1.79 Size 54x74 2.25 Size 64x76 2.69 Size 72x84 3.49	Canvass Gloves RECONSTRUCTION PRICE per pair 19c	Boys' Sox, Good Weight RECONSTRUCTION PRICE per pair 12c	Mixed Wool Work Shirts RECONSTRUCTION PRICE each \$2.50
Men's High Tops RECONSTRUCTION PRICE per pair \$6.25 to \$11.90	Ladies' Shoes, High Heels RECONSTRUCTION PRICE per pair 5.50 to 9.50	Infants' Shoes RECONSTRUCTION PRICE per pair 79c to 1.23	WOOL NAPS RECONSTRUCTION PRICE 66x80 \$4.25 72x80 4.49	Knit Wrist, Leather Palm RECONSTRUCTION PRICE per pair 39c	Men's Cotton Work Sox RECONSTRUCTION PRICE per pair 13c	Work Sox, U. S. Army RECONSTRUCTION PRICE per pair 25
Boys' Shoes RECONSTRUCTION PRICE 2.98 to 4.25	Ladies' Shoes, Military Heels RECONSTRUCTION PRICE 3.50 to 8.50	Children's Shoes RECONSTRUCTION PRICE 1.98 to 2.98	Men's Khaki Pants (Size 36 waist only) RECONSTRUCTION PRICE per pair \$1.69	Gauntlet Leather Palm RECONSTRUCTION PRICE per pair 39c	Men's Tan Work Sox RECONSTRUCTION PRICE per pair 25c	Work Shirts RECONSTRUCTION PRICE each 59c
	Misses' Shoes RECONSTRUCTION PRICE 2.98 to 3.75	Growing Girls' Shoes RECONSTRUCTION PRICE 2.98 to 6.90		Cotton Rib Shirts and Drawers RECONSTRUCTION PRICE per garment 79c	Union Made Overalls RECONSTRUCTION PRICE per pair \$1.19	

Ladies' Ready-to-Wear Department.

RECONSTRUCTION PRICES

New shipments have arrived at Reconstruction Prices. This enables us to show you the very newest lines of Ladies Dresses, Suits and Coats. Reconstruction Prices obtained throughout.

J.C. Penney Co.
A Nation-wide Institution
312 STORES

Reconstruction Prices in Men's and Boy's Clothing Departments at this time, will save you many Dollars.

**All Suits, Overcoats and Boys' Clothing
Reconstruction Prices**