

Establishing a New Price Basis

The Reconstruction Period Is On

Every Article in Our Store Bears Its Proper Reduction. You Can Shop Here With Confidence That Prices Are RIGHT.

WE believe the era of high prices is rapidly passing. Production has overtaken demand and prevailing replacement costs are forcing prices downward. To meet this new condition it is our desire and intention to strike bottom in our first revision of prices.

This means a tremendous loss to us which is your gain. Those who know us know we are not special sale folks and we do not want you to confuse this price revision with the ordinary special ten day sale commonly employed by other merchants. Prices quoted in our stores will prevail until the goods now in stock are sold and will continue to prevail unless market conditions demand further revision. Many odd lots of lines to be closed out or discontinued are priced far below replacement cost. We invite you to participate in these money saving values and suggest you do not delay else you may be too late.

Note carefully every price quoted, make accurate comparison and you will be convinced of our superiority in the merchandising field and the tremendous advantage to be gained by placing your confidence in an institution doing each year approximately a fifty million dollar (\$50,000,000.00) business whose savings in quantity buying are passed on to its patrons.

You need now many items of dry goods, furnishings, shoes, clothing and ready-to-wear apparel. **BUY THEM**—you can be sure our prices are right.

Ladies' Brown Calf Shoes, Military Heel, Cloth Top

\$5.90

RECONSTRUCTION PRICE

Heavy All Wool Work Shirts, Navy Blue and Olive Drab, Only a few left

\$3.75

RECONSTRUCTION PRICE

Men's Tan Work Sox, per pair

25c

RECONSTRUCTION PRICE

Georgette and Taffeta Dresses

\$18.50

RECONSTRUCTION PRICE

White Outing Flannel, 36 inches per yard

25c

RECONSTRUCTION PRICE

Pequot Sheeting, Eight Quarter, per yard

69c

RECONSTRUCTION PRICE

J. & P. Coats Crochet Thread, per ball

12c

RECONSTRUCTION PRICE

Clark's O. N. T. Sewing Thread, 150 yard spool, per spool

5c

RECONSTRUCTION PRICE

Silk Thread, 100 yard spool, per spool

15c

RECONSTRUCTION PRICE

Children's Rib Hose, per pair

15c

RECONSTRUCTION PRICE

Ladies' Plain Hose, per pair

15c

RECONSTRUCTION PRICE

Flannel Shirts, Khaki and Olive Drab, each

2.98 to 3.75

RECONSTRUCTION PRICE

Oil Cloth, All Colors, per yard

33c

RECONSTRUCTION PRICE

Men's Blue Serge Suits, good weight, each

\$27.50

RECONSTRUCTION PRICE

Chambry Work Shirts, each

59c

RECONSTRUCTION PRICE

Overalls, Union Made

\$1.19

RECONSTRUCTION PRICE

MEN'S DRESS HATS, NEW STYLES JUST ARRIVED

\$1.98

RECONSTRUCTION PRICE

Leather Palm Gloves, Cuff Top and Knit Wrist, per pair

39c

RECONSTRUCTION PRICE

Canvas Gloves, per pair

19c

RECONSTRUCTION PRICE

COTTON BLANKETS

45x72 \$1.79
54x74 \$2.25
64x76 \$2.69
72x84 \$3.49

Ladies' Silk Hose, Extra Weight per pair

\$1.49

RECONSTRUCTION PRICE

Boys' Work Sox, per pair

12c

RECONSTRUCTION PRICE

Ladies' High Grade Black Plush Coats

\$24.75

RECONSTRUCTION PRICE

Men's Suits, Heavy Weight, Blue Cheviot, each

\$29.75

RECONSTRUCTION PRICE

Flannel Shirts, Dark Grey, Olive Drab, Khaki, Brown and Green. Finer grades and better quality.

3.75 4.25

4.50 4.98

RECONSTRUCTION PRICE

Pequot Sheets, 81x90 inches, each

\$1.89

RECONSTRUCTION PRICE

Pequot Pillow Cases, 42x36 in., each

43c

RECONSTRUCTION PRICE

Good Quality Pillow Cases, 42x36 inches, each

30c

RECONSTRUCTION PRICE

Gray Army Blankets, Heavy Weight

\$3.75

RECONSTRUCTION PRICE

Bleached Sheeting, Nine Quarter, heavy weight, per yard

79c

RECONSTRUCTION PRICE

Men's Cotton Rib Shirts and Drawers, each

79c

RECONSTRUCTION PRICE

Curtain Scrim, per yard

23c

49c

RECONSTRUCTION PRICE

Ladies' Dress Shoes, Black Lace Military Heels, Good Styles

\$3.98

RECONSTRUCTION PRICE

Ladies' Cloth Coats in Grey and Brown Mixtures

\$14.75 to \$19.75

RECONSTRUCTION PRICE

Men's Suits, Gray and Brown and Mixtures, each

\$22.50

RECONSTRUCTION PRICE

Ladies' Jersey Dresses, Tan, Brown and Blue

\$9.90 to \$14.75

RECONSTRUCTION PRICE

Dress Gingham, all new plaids and checks, per yard

19c

RECONSTRUCTION PRICE

Apron Gingham Checks, per yd.

12c

RECONSTRUCTION PRICE

Outing Flannels, Colored, per yard

19c

RECONSTRUCTION PRICE

Black Chrome, 10 inch Top, Plain Toe, Special Value

\$7.50

RECONSTRUCTION PRICE

Heavy, Black 8 in. Top Boot for Hard Service

\$6.25

RECONSTRUCTION PRICE

Men's Work Sox, per pair

13c

RECONSTRUCTION PRICE

Uncle Sam Work Sox, per pair

25c

RECONSTRUCTION PRICE

Ladies' High Grade Dress Shoes, Black Kid, Full Louis Heel, all Widths AAA to C

\$7.90

RECONSTRUCTION PRICE

Men's Overcoats, Extra Heavy, All Wool, each

\$19.50

RECONSTRUCTION PRICE

Bleached Muslin, yard wide, per yard

12½c

RECONSTRUCTION PRICE

Pillow Tubing, 45 inches wide, per yard

49c

RECONSTRUCTION PRICE

Unbleached Muslin, Extra Heavy, per yard

23c

RECONSTRUCTION PRICE

Stag Shirt, All Wool, Dark Red Plaid, each

\$6.50

RECONSTRUCTION PRICE

Heavy Stag Shirts, Khaki, All Wool, Cape Back and Front, 36 oz.

\$7.90

RECONSTRUCTION PRICE

Heavy Flannel Shirts, Grey Only each

\$2.50

RECONSTRUCTION PRICE

Ladies' Brown Calf Shoes, Military Heel, Welt

\$7.90

RECONSTRUCTION PRICE

Ladies' Outing Gowns, Heavy Weight, each

\$1.25

RECONSTRUCTION PRICE

Ladies' Coats in Brown and Tan Velour, Newest Styles

\$24.75 to \$37.50

RECONSTRUCTION PRICE

Ladies' Short Black Plush Coats, Very Stylish

\$19.75

RECONSTRUCTION PRICE

RESTORING THE BUYING POWER OF YOUR DOLLARS

A sweeping reduction that has brought our prices down to a new level in present day retailing. Every item in our 312 stores now selling at our replacement cost, regardless of former cost. A real opportunity for you to save money.

The long looked, hoped for period of lower prices has come at last. The American Dollar will again assume its rightful value and buying power.

In order to meet these new conditions and follow out our policy of always giving our patrons the lowest prices possible, the J. C. Penney Company, with 312 Department Stores, located in 27 states, has, AT A TREMENDOUS LOSS, reduced all selling prices to absolute BED ROCK, based on actual replacement values. Our enormous purchasing power, plus our policy of large volume and small profits, makes it possible for us to regularly undersell all one-store competitors.

We never indulge in sensational "special sales" or sensational "sale" advertising. We never exaggerate. We always mean just what we say. This is not a spasmodic "sale." The prices quoted on this page and those you will find marked in plain figures on the goods in our stores are our RECONSTRUCTION PRICES, the lowest prices it is possible to put on the kind of merchandise you want to buy. Every article will remain as priced until sold or forced by market conditions to change. You can safely bank on this. Come to our store today, prepared to save money.

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