

J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION

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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 patron.

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

Men's Clothing



MEN'S SUITS

\$16.50 to \$46.50

OVERCOATS

\$16.50 to \$36.50

VESTS

Leather Lined \$8.90

STAG SHIRTS

\$6.90, \$7.90

Reconstruction Prices

MEN'S MOLESKIN PANTS

Reconstruction

Price \$3.49

MEN'S MIXED FLANNEL SHIRTS

Reconstruction

Prices \$1.98 to \$3.49

MEN'S NEW SILK SHIRTS

Reconstruction

Prices \$5.99 to \$7.99

PEQUOT SHEETS

81x90

Reconstruction

Price \$1.79

COMFORTS

72x78

5 lbs. to 7 lbs.

Reconstruction

Prices \$2.98 to \$5.90

INDIAN ROBES

Reconstruction

Prices \$9.00, \$10.00

SILK TAPPETAS

\$1.49, \$1.88 yd.

GEORGETTE

\$1.25, \$1.69 yd.

SATINS

\$2.25, \$2.49 yd.

CHINA SILK

59c to \$1.25 yd.

Silk Wool Poplin

98c, \$1.39 yd.

Ladies' Coats

\$9.90 to \$36.50

SILK DRESSES

\$9.90 to \$36.50

WOOLEN DRESSES

\$12.50 to \$28.50

DANCING PROCKS

\$9.90 to \$14.75

SKIRTS

\$3.48 to \$12.50

Reconstruction

Prices

27-INCH PERCALE

Lights, Darks, Greys

Reconstruction

Price 15c yd.

27-INCH MADRAS SHIRTINGS

Darks

Reconstruction

Price 28c yd.

LADIES' OUTING GOWNS

Reconstruction

Prices \$1.25 to \$1.62

ALL WOOL STORM SERGE

36 in.

Reconstruction

Price 98c yd.

36 INCH COTTON CHALLIES

Reconstruction

Price 18c yd.

NEW BLACK SATENS

36 inch

Reconstruction

Prices 27c to 59c



BRASSIERES CAMISOLES

SILK UNDERWEAR

GOWNS AT

Reconstruction

Prices

SATEEN PETTICOATS

Reconstruction

Price 98c

NEW WOOLENS

AT

Reconstruction

Prices

BLANKETS

Pure Wool

\$7.90 to \$11.50

WOOL MIXED

\$5.90 to \$7.50

WOOLNAPS

\$3.98 to \$5.50

COTTON

\$1.49, \$1.98

Reconstruction

Prices

OUTING FLANNEL

27 inch

Reconstruction

Price 19c yd.



MISSIES' SHOES

A New Shipment

Just Received

AT

Reconstruction

Prices

36 INCH PERCALES

Lights, Darks, Greys

Reconstruction

Price 19c yd.

MUSLINS

36 inch

Lonsdale 22c

Forest Pride 15c

American 18c

Lonsdale Cambric 27c

HUCK TOWELS

Reconstruction

Prices 10c, 15c, 19c, 25c



SILK PETTICOATS

Jersey, Taffeta

Elastic Waist Bands

Reconstruction

Prices \$2.99 to \$12.50



DR. DENTON'S SLEEPERS

Reconstruction

Prices 98c, \$1.25

CHILDREN'S OUTING GOWNS

Reconstruction

Prices 59c, 69c, 79c

MISSIES' GINGHAM DRESSES

All Sizes

Reconstruction

Price 98c to \$3.49

MISSIES' HOSE

Reconstruction

Prices 25c, 33c, 45c

CHILDREN'S HICKORY BATTERS

Reconstruction

Price 25c

CHILDREN'S TWO PIECE FLEECE UNDERWEAR

Reconstruction

Price 39c



LADIES' THREAD SILK HOSE

Lisle Tops

Reconstruction

Prices 19c to \$1.98

LADIES' MEN'S HANDKERCHIEFS

Reconstruction

Price 5c

LADIES' COTTON HOSE

Reconstruction

Price 15c

LADIES' LILE HOSE

Reconstruction

Prices 25c, 35c

STIFF GAUNTLET GLOVES

Reconstruction

Price 29c

AUTOMATIC WORK SOX

Reconstruction

Price 15c

MEN'S BLUE CHAMBRAY WORK SHIRTS

Reconstruction

Price 79c

PURE WOOL FLANNEL SHIRTS

Reconstruction

Prices \$3.48, \$3.98



MEN'S UNION SUITS

3rd Piece \$1.49

Stand. Piece \$1.98

Puck Stitch \$2.08

Wool Mixed \$2.99, \$3.98

Pure Wool \$4.98, \$5.98

Reconstruction

Prices

JCPenney Co.

A Nation-wide Institution

297 STORES

PAY DAY

Union Made

OVERALLS

Full Cut

Indigo Dye

Reconstruction

Price \$1.49



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