

A NATION-WIDE INSTITUTION—312 STORES

Putting Our House in Order to Meet New Conditions

The J. C. PENNEY CO., Operating 312 Department Stores in 27 States; will this morning, FRIDAY, JANUARY 7th, 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 its proper reduction. We stake our reputation that you will not be disappointed.

MEN'S MADRAS SHIRTS
New patterns in good percales and corded madras. It's been many a moon since you saw shirts like these at... **98c**

JERSEY SILK PETTICOATS
Beautiful color combinations in all-silk jerseys and taffetas. Most wonderful values in Portland..... **\$2.98**

OVERALLS AND JUMPERS
Men's best quality 2-20 denim Bib Overalls and Jumpers. Union made; no better made..... **\$1.19**

NEW HATS FOR MEN
All the new shapes in black, brown, green and gray. Excellent quality felt. All sizes..... **\$1.98**

HOPE AND PREMIUM MUSLIN
No introduction necessary. You know the quality. Our price is, yard..... **13c**

MEN'S WORK SHIRTS
A good shirt. Well made from blue chambray and khaki cloth; all sizes..... **59c**

MEN'S ALL-WOOL OVERCOATS
Over 700 men are wearing these coats in Portland—Concrete evidence of their worth. We still have about 50 coats in all sizes..... **\$13.50**

EXCELLENT BLACK SATEEN
36 inches wide. The quality sateen you want at the price you should pay. Also colors. Per yard..... **35c**

MEN'S FLANNEL SHIRTS
Light and dark gray in both flat and military collars.. These are wonderful values..... **\$1.98**

MEN'S SILK AND FIBER SOX
Black, brown and gray. Just such sox as you have often paid a dollar for..... **43c**

FANCY OUTING FLANNEL
Best quality outings in both fancy and white. A lighter quality at 17c yard. Per yard..... **19c**

MEN'S HEAVY MIXED UNION SUITS
Good heavy Union Suits. North Star Mills. Natural gray color. All sizes. Also genuine Hanes Cotton Union Suits at \$1.49..... **\$1.49**

MEN'S HEAVY CASHMERE SOX
Heathers, black and naturals. A wonderful sock at a wonderful price..... **25c**

EXCELLENT GINGHAMS
Complete new shipment comprising all desirable colors in staple checks. Beautiful plaids at 19c yard. Yard..... **12c**

HEAVY KHAKI MECHANICS' SUITS
Heaviest weight khaki suits. There are no better garments than these and note the price. All sizes **\$2.69**

MEN'S WOOL-MIX SWEATERS
These are medium weight and come in navy, gray and khaki. All sizes..... **\$1.89**

FULL-SIZE COMFORTERS
Filled with clear white cotton and covered with good quality silkoline and challies..... **\$2.98**

BLACK BEAUTY SATEEN SHIRTS
This famous shirt is well known as the standard black sateen work shirt; triple stitched. Ridiculously low price **89c**

CHILDREN'S RIBBED HOSE
An excellent hose for boys and girls; medium-weight rib, black only. Sizes 6 to 9½..... **25c**

WOMEN'S FLANNELETTE GOWNS
Well-made, artistically trimmed; from an excellent quality outing, white and colors..... **\$1.19**

MEN'S LEATHER SLEEVE VESTS
Moleskin vests, moleskin lined, leather sleeves. All leather lined at \$7.90. Felt-lined at \$10.90... **\$6.90**

WOMEN'S FIBER SILK HOSE
Black, brown and white. A hose for discerning women. All sizes..... **49c**

Huck Towels, 17x34..... 2 for **25c**
Hotel Napkins a dozen **98c**
Turkish Towels, large size..... 2 for **39c**
Oilcloth, white and fancy..... **33c**

GENUINE SOO MACKINAW
The best to be had in men's Mackinaws. Genuine Soo Woolen Mills garments. Good patterns..... **\$9.90**

Startling Shoe Prices!

WOMEN'S—
Black Kid Shoes, military heel.....\$4.98
Black Kid Shoes, military heel.....\$6.90
Brown Kid Shoes, cloth top, Louis heel.....\$5.90
Brown Calf Brogue Oxfords.....\$6.90
Black Kid Oxfords, Louis heel.....\$4.39
Mahogany Kid Oxfords, Louis heel.....\$4.98
Brown Kid Oxfords, military heel.....\$3.98

GROWING GIRLS—
Chocolate Chrome English Walker, 2½-7.....\$3.49
Brown Calf English Walker, 2½ to 7.....\$3.98

MEN'S—
Black Calf, English last, welt.....\$4.98
Brown Calf, English last, welt.....\$4.98
Black Blucher Calf Shoe.....\$3.49
Brown Calf Blucher.....\$4.98

BOYS'—
Heavy Brown Blucher, 11½ to 2.....\$2.69
Heavy Brown Blucher, 2½ to 6.....\$2.98
Black Button Calf, 11½ to 2.....\$2.98
Black Button Calf, 2½ to 6.....\$3.23
Boys' Brown Calf English, 11½ to 2.....\$3.69
Boys' Brown Calf English, 2½ to 6.....\$4.23
Boys' Brown Army Munson, 11½ to 2.....\$3.69
Boys' Brown Army Munson, 2½ to 6.....\$4.23

CHILDREN'S—
Good Shoes, sizes 2 to 5.....\$1.19
Good Shoes, sizes 5 to 8.....\$1.49
OUR SHOES ARE ALL LEATHER

\$9.90 EXTRAORDINARY! \$9.90
Women's 1-Piece Dresses
Serges—50—Tricotines
A shipment of 50 garments just received. All navy blue serges and tricotines. Beautifully trimmed with silk and wool embroidery and beads. Sizes 14 to 44. See our windows.

J.C. Penney Co.
A Nation-wide Institution
312 STORES
111 FOURTH STREET, Just North of Washington

Notions!

Bias Fold Tape..... 8c
Rick-Rack Braid..... 9c
Kleinert's Jiffy Baby Pants.....43c
Shell Hair Pins, box..... 8c
Child's Cub Bear Waists.....29c
Coates' Sewing Thread..... 7c
Coates' Crochet Cotton (all sizes).....12c
Silkene Crochet Cotton (all colors).....10c
Corticelli Sewing Silk.....12c
Beautiful Baby Blankets.....49c
Fleisher's Knitting Worsted (2-ounce).....38c
Fleisher's Germantown Zephyr (1-oz.).....25c
Men's Genuine Paris Garters.....25c
Blue Bandana Handkerchiefs..... 9c
Gem Safety Razors.....89c
Auto Strop or Gillette Razors.....\$3.98
Auto Strop, Gillette or Gem Blades.....39c
Pro-phy-lac-tic Tooth Brushes.....29c
FULL LINE McCALL'S PATTERNS