The J. C. PENNEY CO., Operating 312 Department Stores in 27 States, will on SATURDAY, JANUARY 15

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.

Pequot	Sheeting
	454

4 Unbleached400 Bleached490 10-4 Bleached59c

Pequot Sheets Reconstruction Prices

\$1.49

Regal Sheets 72x90

\$1.39

Gingham House Dresses Reconstruction Prices

\$1.98 to \$7.50

Outing Flannel Reconstruction Prices

19c

Pillow Tubing 45c to 49c Yard

> Percale Reconstruction Prices

21c

Apron Gingham Per Yard

13c

Crepe de Chine Per Yard

\$1.69

Georgette Crepe

Per Yard \$1.69

Sheeting

Pillow-Cases Reconstruction Prices

29c

Oil Cloth Reconstruction Prices Per Yard

35c

Unbleached Muslin Reconstruction Prices

10c to 17c Yd. Bath Towels

Reconstruction Prices 25c to 89c

Berkely Coronet Cambric Reconstruction Prices

> Bed Spreads Reconstruction Prices \$2.49 to \$5.50

19c

Remnants Reconstruction Prices

Silk Taffeta Reconstruction Prices Per Yard \$1.69

Reconstruction Prices

Reconstruction Prices

6-4 BLEACHED45c

Blankets Reconstruction Prices

Cotton Blankets \$2.49 to \$6.90

Japanese Silk

Reconstruction Prices

Per Yard

98c

Berkely No. 60

Cambric

Reconstruction Price

23c

Cheese Cloth

Reconstruction Price

8c and 10c Yd.

Wool Blankets Reconstruction Prices \$4.98 to \$9.90

Dress Gingham 15c to 25c

> Flannelette Kimonos Reconstruction Prices \$2.25 to \$3.98

Bungalow Apron Reconstruction Prices \$1.49 to \$1.98

Ladies' Cotton Hose Reconstruction Prices 12 1-2c to 59c Pair

Bleached Muslin Reconstruction Price

Per Yard 13c

Lonsdale Muslin Reconstruction Price

19c

Georgette Waists

Reconstruction Prices \$2.49 to \$9.90

Ladies' Silk and Fiber Silk Hose

Reconstruction Prices 79c and 98c pair

Ladies' Fiber Silk Hose

Reconstruction Price Per Pair 49c

> Ladies' Silk Hose

Reconstruction Price \$1.49 to \$1.98 Pr.

Children's Hose Reconstruction Price

Men's Dress Hose

25c to 45c pr.

Reconstruction Price 12 1-2c to 59c pr.

Dress Goods At New Lowest Reconstruction Price

Ladies' Wool Coats

Extra Good Values at the Reconstruction Price \$14.75 to \$27.50

Men's Rubbers With Heavy Rolled Edge Soles

Reconstruction Price Per Pair 98c

Ladies' Rubbers

Best Grade Reconstruction Price Per Pair 69c

Thread or Needles Reconstruction Price 5c

Children's Play Suits

Reconstruction Price 79c and 98c

> **Overalls** Stifel Stripe Reconstruction Price

> > 98c

Blue Denim **Overalls**

Reconstruction Price Per Pair \$1.19

Silk Dresses Reconstruction Price \$12.50 to \$24.75

Plush Coats

\$28.50 to \$32.50

Girls' Serge Dresses

Reconstruction Price \$3.49 to \$5.90

Men's All Leather

Work Shoes Reconstruction Price \$2.49 to \$4.98

Canvas Gloves Reconstruction Price

10c

Leather Faced Gloves Reconstruction Price

29c

Men's Corduroy Pants Reconstruction Price

\$3.98

Rockford Work Socks

Reconstruction Price Two Pair For 25c

Ladies' all Wool Dresses Reconstruction Price

\$9.90

Ladies' Dresses

Reconstruction Price \$12.50 to \$37.50

Blue Chambra Work Shirts

Reconstruction Price

59c to 98c

Men's Underwear

Two Pieces Wool Mixtures

\$1.23

Cotton Union Suits Reconstruction Price

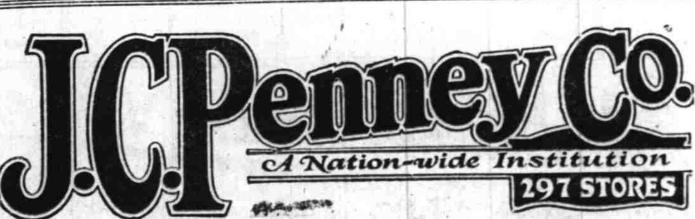
\$1.49

SHOES

At very much lower prices than you have gotten them for a long time. Due to lack of room will be unable to give prices at this time. You should come and see them and rest assured they are priced at the LOWEST RE-CONSTRUCTION PRICES.

Equally good values in all lines of

Dry Goods, Ready-toWear and Shoes



Mail Orders Will Receive Prompt Attention

160 N. Liberty Street

Salem, Oregon

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