

# PUTTING OUR HOUSE IN ORDER TO MEET NEW CONDITIONS

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.

**B**ELIEVING 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.

<p><b>Pequot Sheeting</b> Reconstruction Prices Per Yard</p> <p>8-4 Unbleached .....45c 8-4 Bleached .....49c 9-4 Bleached .....55c 10-4 Bleached .....59c</p> <hr/> <p><b>Pequot Sheets</b> Reconstruction Prices 72x90</p> <p><b>\$1.49</b></p> <hr/> <p><b>Regal Sheets</b> Reconstruction Prices 72x90</p> <p><b>\$1.39</b></p> <hr/> <p><b>House Dresses</b> Reconstruction Prices</p> <p><b>\$1.98 to \$7.50</b></p> <hr/> <p><b>Outing Flannel</b> White or Colored, per yard Reconstruction Prices</p> <p><b>19c</b></p> <hr/> <p><b>Pillow Tubing</b> Reconstruction Prices</p> <p><b>45c to 49c Yard</b></p> <hr/> <p><b>Percalé</b> Reconstruction Prices 36-in. Yard</p> <p><b>21c</b></p> <hr/> <p><b>Apron Gingham</b> Reconstruction Prices Per Yard</p> <p><b>13c</b></p> <hr/> <p><b>Crepe de Chine</b> Reconstruction Prices Per Yard</p> <p><b>\$1.69</b></p>	<p><b>Georgette Crepe</b> Reconstruction Prices Per Yard</p> <p><b>\$1.69</b></p> <hr/> <p><b>North Star Sheeting</b> Reconstruction Prices</p> <p>8-4 BROWN .....39c 6-4 BLEACHED .....45c</p> <hr/> <p><b>Pillow-Cases</b> Reconstruction Prices 42x36</p> <p><b>29c</b></p> <hr/> <p><b>Oil Cloth</b> Reconstruction Prices Per Yard</p> <p><b>35c</b></p> <hr/> <p><b>Unbleached Muslin</b> Reconstruction Prices 10c to 17c Yd.</p> <hr/> <p><b>Bath Towels</b> Reconstruction Prices</p> <p><b>25c to 89c</b></p> <hr/> <p><b>Berkely Coronet Cambric</b> Reconstruction Prices Per Yard</p> <p><b>19c</b></p> <hr/> <p><b>Bed Spreads</b> Reconstruction Prices</p> <p><b>\$2.49 to \$5.50</b></p> <hr/> <p><b>Remnants</b> At New Reconstruction Prices</p> <hr/> <p><b>Silk Taffeta</b> Reconstruction Prices Per Yard</p> <p><b>\$1.69</b></p>	<p><b>Japanese Silk</b> Reconstruction Prices Per Yard</p> <p><b>98c</b></p> <hr/> <p><b>Berkely No. 60 Cambric</b> Reconstruction Price</p> <p><b>23c</b></p> <hr/> <p><b>Cheese Cloth</b> Reconstruction Price</p> <p><b>8c and 10c Yd.</b></p> <hr/> <p><b>Blankets</b> Reconstruction Prices</p> <p><b>Cotton Blankets</b> <b>\$2.49 to \$6.90</b></p> <hr/> <p><b>Wool Blankets</b> Reconstruction Prices</p> <p><b>\$4.98 to \$9.90</b></p> <hr/> <p><b>Dress Gingham</b> Reconstruction Prices</p> <p><b>15c to 25c</b></p> <hr/> <p><b>Flannelette Kimonos</b> Reconstruction Prices</p> <p><b>\$2.25 to \$3.98</b></p> <hr/> <p><b>Bungalow Apron</b> Reconstruction Prices</p> <p><b>\$1.49 to \$1.98</b></p> <hr/> <p><b>Ladies' Cotton Hose</b> Reconstruction Prices</p> <p><b>12 1-2c to 59c Pair</b></p>	<p><b>Bleached Muslin</b> Reconstruction Price Per Yard</p> <p><b>13c</b></p> <hr/> <p><b>Lonsdale Muslin</b> Reconstruction Price</p> <p><b>19c</b></p> <hr/> <p><b>Georgette Waists</b> Reconstruction Prices</p> <p><b>\$2.49 to \$9.90</b></p> <hr/> <p>Ladies' Silk and Fiber Silk <b>Hose</b> Reconstruction Prices</p> <p><b>79c and 98c pair</b></p> <hr/> <p>Ladies' <b>Fiber Silk Hose</b> Reconstruction Price Per Pair</p> <p><b>49c</b></p> <hr/> <p>Ladies' <b>Silk Hose</b> Reconstruction Price</p> <p><b>\$1.49 to \$1.98 Pr.</b></p> <hr/> <p><b>Children's Hose</b> Reconstruction Price</p> <p><b>25c to 45c pr.</b></p> <hr/> <p><b>Men's Dress Hose</b> Reconstruction Price</p> <p><b>12 1-2c to 59c pr.</b></p>	<p><b>Wool Dress Goods</b> At New Lowest Reconstruction Price</p> <hr/> <p><b>Ladies' Wool Coats</b> Extra Good Values at the Reconstruction Price</p> <p><b>\$14.75 to \$27.50</b></p> <hr/> <p><b>Men's Rubbers</b> With Heavy Rolled Edge Soles Reconstruction Price Per Pair</p> <p><b>98c</b></p> <hr/> <p><b>Ladies' Rubbers</b> Best Grade Reconstruction Price Per Pair</p> <p><b>69c</b></p> <hr/> <p><b>Thread or Needles</b> Reconstruction Price</p> <p><b>5c</b></p> <hr/> <p><b>Children's Play Suits</b> Reconstruction Price</p> <p><b>79c and 98c</b></p> <hr/> <p><b>Overalls</b> Stilet Stripe Reconstruction Price</p> <p><b>98c</b></p> <hr/> <p>Blue Denim <b>Overalls</b> Reconstruction Price Per Pair</p> <p><b>\$1.19</b></p>	<p><b>Silk Dresses</b> Reconstruction Price</p> <p><b>\$12.50 to \$24.75</b></p> <hr/> <p>Ladies' <b>Plush Coats</b> Reconstruction Price</p> <p><b>\$28.50 to \$32.50</b></p> <hr/> <p><b>Girls' Serge Dresses</b> Reconstruction Price</p> <p><b>\$3.49 to \$5.90</b></p> <hr/> <p>Men's All Leather <b>Work Shoes</b> Reconstruction Price</p> <p><b>\$2.49 to \$4.98</b></p> <hr/> <p><b>Canvas Gloves</b> Reconstruction Price Per Pair</p> <p><b>10c</b></p> <hr/> <p><b>Leather Faced Gloves</b> Reconstruction Price Per Pair</p> <p><b>29c</b></p> <hr/> <p><b>Men's Corduroy Pants</b> Reconstruction Price</p> <p><b>\$3.98</b></p> <hr/> <p><b>Rockford Work Socks</b> Reconstruction Price Two Pair For</p> <p><b>25c</b></p>	<p><b>Ladies' all Wool Dresses</b> Reconstruction Price</p> <p><b>\$9.90</b></p> <hr/> <p><b>Ladies' Dresses</b> Reconstruction Price</p> <p><b>\$12.50 to \$37.50</b></p> <hr/> <p><b>Blue Chambrá Work Shirts</b> Reconstruction Price</p> <p><b>59c to 98c</b></p> <hr/> <p><b>Men's Underwear</b> Two Pieces Wool Mixtures Reconstruction Price</p> <p><b>\$1.23</b></p> <hr/> <p><b>Cotton Union Suits</b> Reconstruction Price</p> <p><b>\$1.49</b></p> <hr/> <p><b>SHOES</b></p> <p>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 <b>LOWEST RECONSTRUCTION PRICES.</b></p>
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Equally good values in all lines of  
**Dry Goods, Ready-to-Wear**  
and Shoes



**Mail Orders Will Receive Prompt Attention**  
160 N. Liberty Street Salem, Oregon