# 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.

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.

Pequot Sheeting	
8.4	Unbleached45c
8-4	Bleached49c
9.4	Bleached55c

10-4 Bleached ...... 59c **Pequot Sheets** 

\$1.49

Regal Sheets

\$1.39

House Dresses Reconstruction Prices

\$1.98 to \$7.50

Outing Flannel Reconstruction Prices

19c

Pillow Tubing 45c to 49c Yard

Percale Reconstruction Prices

36-in. Yard 21c

Apron Gingham Per Yard

13c

Crepe de Chine Per Yard \$1.69

### Georgette Crepe Per Yard

North Star Sheeting

Reconstruction Prices 6-4 BLEACHED .........45c

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

Per Yard 19c

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

Remnants Reconstruction Prices

Silk Taffeta Reconstruction Prices Per Yard \$1.69

#### Japanese Silk Reconstruction Prices Per Yard \$1.69 98c

Berkely No. 60 Cambric

Reconstruction Price 23c

Cheese Cloth Reconstruction Price 8c and 10c Yd.

> Blankets Reconstruction Prices

Cotton Blankets \$2.49 to \$6.90

Wool Blankets \$4.98 to \$9.90

Dress Gingham Reconstruction Prices 15c to 25c

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

Bungalow Apron

\$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

Fiber Silk Hose

Per Pair

Ladies' Silk Hose Reconstruction Price

\$1.49 to \$1.98 Pr.

Children's Hose Reconstruction Price

Men's Dress Hose Reconstruction Price

25c to 45c pr.

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 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** 

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

\$2.49 to \$4.98

Canvas Gloves

10c

Leather Faced Gloves Reconstruction Price

29c

Men's Corduroy Pants Reconstruction Price \$3.98

Rockford Work Socks

> Reconstruction Price 25c

Ladies' all Wool 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 Reconstruction Price

\$1,23

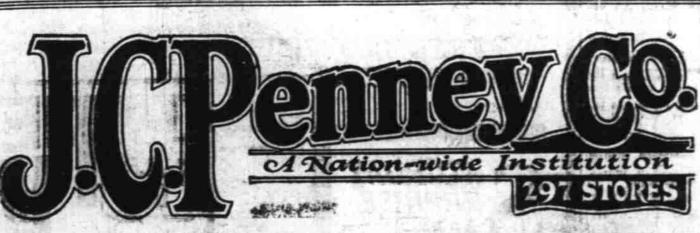
Cotton Union Suits

> 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-to Wear and Shoes



Mail Orders Will Receive Prompt Attention

160 N. Liberty Street

Salem, Oregon