

J. C. Penney Co., A Nation-Wide Institution

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# Putting Our House In Order To Meet New Conditions

The J. C. PENNEY CO., Operating 312 Department Stores in 27 States, will, on MONDAY, JANUARY 10th, 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.

**Men's Bib Overalls, Genuine Stifel Stripe, pair 98c**

Pay Day and Underhill bib overalls, heavy quality 220 denim. Reconstruction Price \$1.19

**Boys' Overalls**

Underhill and Gross Brothers brands, ages 3 to 10, 89c; 11 to 17 ..... 98c

**Men's Work Shirts**

Pay Day and Uncle Sam brands, sizes 14 to 18, 79c and 98c.

**Flannel Shirts**

Good shirts every one, military and regular collars, gray, blue and khaki, \$1.49, \$1.98, \$2.49. John B. Rich all wool flannel, each ..... \$3.49

**Haines Underwear 79c**

Good weight ribbed drawers and shirts, light fleece lining. Reconstruction Price, garment, each ..... 79c

**Wool Process Underwear 98c**

North Star Mills ribbed underwear, wool process shirts and drawers, natural wool color. Reconstruction Price, garment ..... 98c

**Wool Process Union Suits \$1.98**

Looks and feels like wool, same quality as two piece garment. Reconstruction Price, suit ..... \$1.98

**Wool Union Suits \$2.98**

A fine garment from the North Star Woolen Mills, light grey color, a small percentage of cotton gives added service. Reconstruction Price ..... \$2.98

**Extra Quality Wool Unions \$3.98**

Another North Star product of finest, selected wool, good weight, close fitting wrists and ankles. Reconstruction Price, suit ..... \$3.98

**Men's Wool Sox 39c, 49c**

Good weight heavy wool sox, white and light or dark gray. Reconstruction Price, pair 39c, 49c.

**Virgin Wool Suits \$29.50**

One lot of the famous "Virgin Wool" Suits, bearing the label of Strang and Hewitt, full mohair linings, excellently tailored, newest styles, pleasing patterns, sizes 35 to 42. Reconstruction price ..... \$29.50

**Leather Vests \$4.98 to \$9.90**

No need to worry about chilling winds when you can buy vests like these at our Reconstruction Price.. \$4.98 to \$9.90

**Men's Coat Sweaters**

Colors are cardinal, maroon, gray and blue; sizes 34 to 46. Reconstruction Price \$1.49, \$2.49, \$3.49, \$4.98.

**Shouhouse Motor Suits, \$1.49 to \$2.98**

Extra heavy khaki, made in best possible manner.

Men's sizes, 34 to 50, suit \$2.98  
Youths sizes, 10 to 16, suit \$1.98  
Juvenile, 4 to 11, suit.... \$1.49

**Hope Muslin 9c Yd.**

Every woman knows its quality. Reconstruction Price 9c

**Standard Prints 9c Yd.**

25 inch standard prints, a limited quantity. Reconstruction Price, yard ..... 9c

**27 in. Percales 12c Yd.**

Standard quality percales, light or dark grounds. Reconstruction Price, yard ..... 12c

**36 in. Percales 15c, 25c Yard**

Good quality percales in the popular width. Reconstruction Price, yard..... 15c and 25c

**32 in. Gingham 19c**

Apple Web, Special, Red Rose and Quality brands in characteristic gingham patterns. Reconstruction Price, yard.. 19c

**27 in. Gingham 23c**

Best qualities known to every woman, such as Tolle Du Nord, Red Seal, Bates Searsucker and Amoskeag brands. Reconstruction Price ..... 23c

**27 in. Outing Flannel 19c**

Well known "1921 cloth" in light and dark patterns, stripes and plaids. Reconstruction Price, yard ..... 19c

**Ladies' Outing Gowns 98c**

Light, medium and heavy weights, white and dainty colors, neatly trimmed and well made, sizes 16 to 18. Reconstruction Price ..... 98c

**Children's Outing Gowns 49c, 69c**

White and colored outing of good quality, braid trimmed. Ages 2 to 6 ..... 49c  
Ages 8 to 14 ..... 69c

**Children's Play Suits 89c**

Blue and white striped with white trimming, khaki with red trimming, sizes 2 to 8. Reconstruction Price, suit ..... 89c

**Ladies' Bungalow Aprons 49c, 98c**

Light and dark colors, good quality percales and gingham, well made and attractively trimmed. Reconstruction Price, each ..... 98c

Plain green gingham neatly made, trimmed in white. Reconstruction Price, each... 49c

**House Lining 8c Yd.**

36 inch Crescent house lining. Reconstruction Price, yard. 8c

**Cotton Blankets 54x74 \$1.69**

Gray or tan with striped borders. Reconstruction Price, pair ..... \$1.69

**Cotton Blankets 64x76 \$1.98 Pair**

Large size for double bed, good weight, tan or gray. Reconstruction Price, pair.. \$1.98

**Dress Values Extraordinary!**

**Serges, Tricotines \$9.90**

A new shipment of clever dresses, navy blue serges and tricotines attractively trimmed with wool braids. Not a clean up of old stock. Every number fresh from the makers. If you would see them, come at once, they won't be here long at this price.

**Cotton Blankets 64x76 \$2.49 Pair**

Good quality and good weight, dark gray, pink border. Reconstruction Price pair \$2.49

**Woolnap Blankets 66x80, \$3.98 Pair**

Pleasing plaid designs or gray and tan solid colors. Reconstruction Price, pair..... \$3.98

**Woolnap Blankets 72x80, \$3.98 Pair**

Extra size and good weight, solid colors, gray or tan. Reconstruction Price, pair... \$3.98

**Woolnap Blankets 72x84, \$4.50 Pair**

Good weight Woolnap blankets, plain colors, tan, grey or white. Reconstruction Price pair ..... \$4.50

**Wool Mixed Blankets 66x80, \$4.98 Pair**

A good percentage of wool makes this pretty plaid blanket very desirable, colors are tan, pink, blue and gray. Reconstruction Price, pair..... \$4.98

**Wool Mixed Blankets 66x80, \$5.90 Pair**

Warm, cozy blankets, good weight, solid colors, tan or gray. Reconstruction Price, pr. \$5.90

**Bungalow Blankets 66x80, Pair \$6.90**

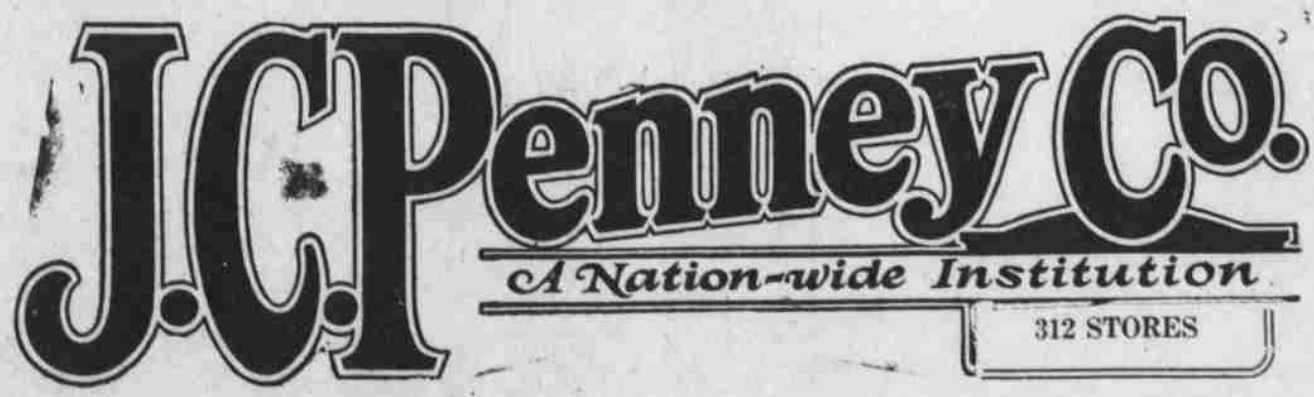
The small percentage of cotton in this blanket makes for good service; tan or gray only. Reconstruction Price, pair \$6.90

**U. S. Navy Wool Blankets \$4.98**

Regulation size and weight and inspected quality, weighs full five pounds, gray only. Reconstruction Price, each. \$4.98

**Men's Suits \$16.50**

You men who have been waiting for old prices on suits need wait no longer, don't pass judgment on these suits by this new price without seeing them, sizes 35 to 44.



RECONSTRUCTION PRICES PREVAIL THROUGHOUT THE STORE

OUR WINDOWS TELL THE STORY OF RECONSTRUCTION