J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION

# Establishing A New Price Basis

J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION

The RECONSTRUCTION PERIOD IS ON. Every article in our store bears its proper reduction. You can shop here with confidence that prices are Right

WE BELIEVE the era of high prices is rapidly passing. Production has overtaken demand and prevailing replacement costs are forcing prices downward. To meet this new condition it is our desire and intention to strike bottom in our first revision of

J. C. PENNEY COMPANY-A NATION-WIDE INSTITUTION

This means a tremendous loss to

us which is your gain. Those who know us know we are not special sale folks and we do not want you to confuse this price revision with the ordinary special ten-day sale commonly employed by other merchants. Prices quoted in our stores will prevail until the goods now in stock are sold and will continue to prevail unless market conditions demand further revision. Many odd lots of lines to be closed out or discontinued are priced far below replacement cost. We invite you to participate in these money-saving values and suggest you do not delay else you may be too late.

Note carefully every price quoted, make accurate comparison and you will be convinced of our superiority in the merchandising field and the tremendous advantage to be gained by placing your confidence in an institution doing each year approximately a fifty-million dollar (\$50,000,000.00) business whose savings in quantity buying are passed on to its patrons.

You need now many items of Dry Goods, Furnishings, Shoes, Clothing and Ready-to-Wear Apparel. Buy Them - you can be sure our prices are right.

Men's Ha	ts	
Reconstruction	Price	
22		

\$2.19 TO \$3.98

Men's Mole Skin Pants

Reconstruction \$3.98

Shirts Reconstruction \$2.98

Men's Flannel

Silks

Georgette Crepe Taffeta

and Crepe de Chine

Price, yard .....

### Ladies' Wool Dresses

We have some of the best values in Ladies' Wool Dresses you have had the opportunity of getting since before the war at the low price of

\$9.90

#### MEN'S OVERALLS

Best Grade of 2.20 Blue Denim	\$1.19
Regular Stifel Stripe Overalls	98c

### HOPE MUSLIN—13c Yard

## Outing Flannel — 19c Yard

#### SHEETING

8-4 Bleached, yard	45c	and	49c
9-4 Bleached, yard			
10-4 Bleached, yard			

8-4 Unbleached, yard 39c and 45c 9-4 Unbleached, yard 45c and 49c 10-4 Unbleached, yard . . 49c and 55c

# SHOES

Ladies' Shoes

In small sizes. Good styles and quality. Reconstruction Price \$1.98 and \$2.49

Ladies' Black Kid Dress Shoes

With Military heel and Goodyear welt \$6.90soles. A good dress shoe at

Ladies' Brown Kid Dress Shoes

With Military heel, and imitation \$8.90

Ladies' Black Kid Dress Shoes

With 12-8 Military heel, medium \$4.98

Ladies' Gun Metal Dress Shoes

Military heel, imitation tip

Ladies' Black Kid Oxfords

Reconstruction \$1.69 With Military heel and imitation tip \$3.98 that are neat and stylish

Ladies' Black Kid Oxfords

That are stylish and serviceable. They have military heel, Goodyear welt sole, a wonderful value at

Men's Work Shoes

Reconstruction Price .... \$2.49 to \$6.90

Men's Dress Shoes

Reconstruction Price \$3.98 to \$8.90

Boys' Dress Shoes

Sizes 10 to 12	\$2.49 to \$2.98
Sizes 121/2 to 2	\$2.98 to \$3.98
Sizes 21/2 to 6	\$3.49 to \$4.50

#### Boys' Work Shoes

Sizes 10 to 12	\$1.98 * \$2.98
Sizes 12½ to 2	
Sizzes 21/2 to 6	\$2.49 to \$4.50

#### Child's Orthopedic Shoes

Ideal for Children, in black, brown a Elk.	and Witch
Sizes 51/2 to 8	Dwe X0
Sizes 81/2 to 111/2	\$2.98
Sizes 12 to 2	\$3.49
Girls' English Walking Shoes \$3.49 to	\$4.50

Wool Skirts

Reconstruction Price

\$4.98 to \$7.90

Berkley 60 Cambric

Reconstruction 23c

Berkley 100 Cambric

Reconstruction 35c

Berkley "Coronet" Cambric

Reconstruction 19c

Curtain Materials Reconstruction Price 25c to 98c Yard

> Flannelette Reconstruction Price 21c to 29c Yard

Cretonnes

Reconstruction Price 15c to \$1.15 Yard

Amoskeag Romper Cloth

Reconstruction 25c

> Blankets Cotton Blankets

\$2.49 to \$4.98

Wool Blankets Reconstruction Price \$6.90 to \$10.98

Men's Work Shirts

Chambra and black Sateen Reconstruction Price 59c to 98c

Rockford Socks

Reconstruction Price 2 pair for

Child's Play Suits

Reconstruction Price

Unbleached Muslin

Reconstruction Price

10c to 17c

Lonsdale Muslin

Reconstruction

19c

Price, yard

Apron Check Ginghams

Reconstruction 13c Price, yard

Zephyr and Tissue Ginghams

Excellent quality, beautiful patterns Reconstruction Price

32-in, yard .

Crash Toweling

Reconstruction Price

17c to 29c Yard

Bath Towels Reconstruction Price

25c to 89c

Face Towels Reconstruction Price

15c to 45c

Barber Towels

Reconstruction Price

Flaxon

Reconstruction Price

25c to 45c Yard

Silk Mull

Reconstruction Price

33c to 79c Yard

White Organdie

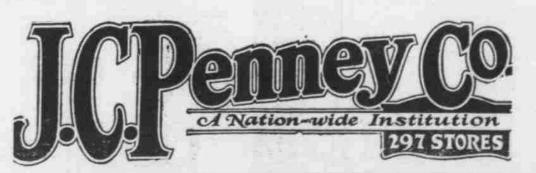
In several grades. Reconstruction Price 89c to \$1.49 Yard

Canvas Gloves With leather palm.

Reconstruction Price

29c

For lack of space can only mention a few items here, but you can rest assured that every thing else in the store are at equally low prices.



You should call in and see what great surprises

we have in store for you.

160 North Liberty Street

Salem, Oregon