

--A NATION-WIDE INSTITUTION--312 STORES--

PUTTING OUR HOUSE IN ORDER TO MEET NEW CONDITIONS

The J. C. PENNEY CO., Operating 312 Department Stores in 27 States, will on FRIDAY MORNING, JANUARY 14th, 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.

MEN'S MADRAS SHIRTS
New patterns in good percales and corded madras. It's been many a moon since you saw shirts like these at **98c**

NEW HATS FOR MEN
All the new shapes in black, brown, green and gray. Excellent quality felt. All sizes **\$3.49**

MEN'S ALL WOOL OVERCOATS
Over 700 men are wearing these coats in Portland...concrete evidence of their worth. All sizes..... **\$13.50**

MEN'S SILK AND FIBER SOX
Black, brown and gray. Just such sox as you have often paid a dollar for **43c**

MEN'S HEAVY CASHMERE SOX
Heather, black and naturals. A wonderful sock at a wonderful price **25c**

MEN'S WOOL-MIX SWEATERS
These are medium weight and come in navy, gray and khaki. All sizes **\$1.89**

CHILDREN'S RIBBED HOSE
An excellent hose for boys and girls; medium-weight rib, black only. Sizes 6 to 9 1/2 **25c**

WOMEN'S FIBER SILK HOSE
Black, brown and white. A hose for discerning women. All sizes **49c**

JERSEY SILK PETTICOATS
Beautiful color combinations in all-silk jerseys and taffetas. Most wonderful values in Tillamook **\$3.50**

HOPE AND PREMIUM MUSLIN
No introduction necessary. You know the quality. Our price is, yard **13c**

EXCELLENT BLACK SATEEN
36-. inches wide. The quality sateen you want at the price you should pay. Per yard **35c**

FANCY OUTING FLANNEL
Best quality outings in both fancy and white. A lighter quality at 17c yard. Per yard **19c**

EXCELLENT GINGHAMS
Complete new shipment comprising all desirable colors in staple checks. Beautiful plaids at 19c, Yd. **12c**

FULL-SIZE COMFORTERS
Filled with clear white cotton and covered with good quality silkoline and challies **\$2.98**

WOMEN'S FLANNELETTE GOWNS
Wellmade, artistically trimmed from an excellent quality outing, white and colors **\$1.19**

Huck Towels, 17x34 2 for 95c
Hotel Napkins a dozen 98c
Turkish Towels, large size 2 for 39c
Oilcloth, white and fancy 33c

OVERALLS AND JUMPERS
Men's best quality 2-20 denim Bib Overalls and Jumpers. Union made; no better made **\$1.19**

MEN'S WORK SHIRTS
A good shirt Well made from blue chambray and khaki cloth; all sizes **89c**

MEN'S FLANNEL SHIRTS
Light and dark gray in both flat and military collars. These are wonderful values **\$1.98**

MEN'S HEAVY MIXED UNION SUITS
Good heavy Union Suits. North Star Mills. Natural gray color. All sizes. Also genuine Hanes Cotton Union Suits at \$1.49 **\$1.49**

HEAVY KHAKI MECHANICS' SUITS
Heaviest weight khaki suits. There are no better garments than these and note the price. All sizes **\$2.49**

BLACK BEAUTY SATEEN SHIRTS
This famous shirt is well known as the standard black sateen work shirt; triple stitched. Ridiculously low price **98c**

MEN'S LEATHER SLEEVE VESTS
Moleskin vests, moleskin lined, leather sleeves. All leather lined at \$7.99. Pelt-lined at \$10.90... **\$6.90**

GENUINE SOO MACKINAW
The best to be had in men's Mackinaws. Genuine Soo Woolen Mills garments. Good patterns **\$9.90**

Startling Shoe Prices!

- WOMEN'S—**
Black Kid Shoes, military heel \$4.98
Black Kid Shoes, military heel \$6.90
Brown Kid, cloth top, Louis heel 5.90
Brown Calf Brogue Oxfords... \$6.90
Black Kid Oxfords, Louis heel \$4.98
Mahogany Kid Oxf'ds Louis heel 4.98
Brown Kid Oxfords, mil. heel \$3.98
- GROWING GIRLS—**
Chocolate Chrome English Walker, 2 1/2 to 7 \$3.98
Brown Calf English Walker 2 1/2 to 7 \$4.98
- MENS—**
Black Calf, English last welt, \$4.98
Brown Calf, English last, welt \$4.98
Black Bluecher Calf Shoe \$3.49
Brown Calf Bluecher \$4.98
- BOYS—**
Heavy Brown Bluecher, 1 1/2-2 \$2.69
Heavy Brown Bluecher, 2 1/2 to 6 2.98
Black Button Calf, 1 1/2 to 2 \$2.98
Black Button Calf 2 1/2 to 6 .. \$3.23
Boys' Brown Calf English, 1 1/2 to 2 \$3.69
Boys' Brown Calf English, 2 1/2 to 6 \$4.23
Boys' Brown Army Munson, 1 1/2 to 2 \$3.69
Boys' Brown Army Munson, 2 1/2 to 6 \$4.23
- CHILDRENS—**
Good Shoes, sizes 2 to 5 \$1.19
Good Shoes, sizes 5 to 8 \$1.49
- OUR SHOES ARE ALL LEATHER**

\$9.90

EXTRAORDINARY!
Women's 1-Piece Dresses
Serges--Tricotines

\$9.90

A shipment of these garments just received. All navy blue serges and tricotines. Beautifully trimmed with silk and wool embroidery and beads. Sizes 14 to 44. See our window.

J.C. Penney Co.
A Nation-wide Institution
297 STORES

TILLAMOOK

--WE NEVER HOLD A SALE--

OREGON

Notions

- Bias Fold Tape 8c
Rick-Rack Braid 9c
Kleinert's Jiffy Baby Pants 43c
Shell Hair Pins, box 8c
Child's Waists 29c
Coates Sewing Thread 6c
Coates Crochet Cotton (all sizes) 9c
Corticelli Sewing Silk 12c
Beautiful Baby Blankets 98c
Fleisher's Knitting Worsteds (2-ounce) 33c
Fleisher's Germantown Zephyr (1-ounce) 33c
Men's Genuine Paris Garters 25c
Blue Bandana Handkerchiefs 10c
Gem Safety Razors 89c
Gillette Razors \$3.98
Gillette Blades 39c
Pro-phy-lac-tic Tooth Brushes 29c
Suspenders 45c
Palmolive Soap 8c

Full Line
McCall's Patterns