

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

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# PRESENT STOCKS DISCOUNTED THOUSANDS OF DOLLARS

The J. C. PENNEY CO.'S 312 Stores in 27 States, doing a business annually of approximately FIFTY MILLION DOLLARS, and Meeting New Price Conditions. Every price based on replacement value, Regardless of Previous Cost.

**NO STONE** has been left unturned to bring our prices down to rock bottom. In many instances we are selling far below present replacement cost, based on what the average one-store merchant pays for his merchandise. Not solely because we have short lines to close out, but because our buying power of 312 stores enables us to replace many lines at prices far below what our competitors have to pay for their merchandise. This saving we pass on to our patrons. Hence the prices we quote are doubly attractive and will remain so.

We solicit your patronage because we can serve you well and give you the most for your money. We do not believe in special sales, nor do we desire to indulge in sensational advertising. It is our intention to impress upon you the heroic measure we are taking to establish new prices based upon our replacement cost and prove to you that we are equal to every emergency, ready, anxious and determined to keep faith with our patrons and give them the benefit of our buying power and organized effort. We stake our reputation on our written word and assure you that you can shop here with absolute confidence that you are paying the right price.

Remember every article in our stock bears its proper reduction in price. We lose thousands of dollars by which our patrons gain. In twenty years of merchandising this is the first general loss we have ever sustained, but we are taking our loss gracefully and are determined now to put our house in order.

During these abnormal times many unscrupulous merchants, in order to get from under their load, resort to misleading statements and deceptive methods which prostitute advertising and result in a loss of confidence among the buying public. They become suspicious and know not to whom to look for fair treatment and the right price. We want you to know and feel that you can with impunity pin your faith to the J. C. Penney Company and be sure that your confidence will never be abused.

We invite you to our store that you may share in the tremendous savings offered, knowing that you will not be disappointed.

We invite close and accurate comparison of our merchandise is the true test of value.

### BOYS HEAVY HOSE

Boys' heavy Boy Scout stockings; long wearing kind.  
RECONSTRUCTION PRICE **39c**

### WOOL HOSE

Infant black and white wool hose.  
RECONSTRUCTION PRICE **29c**

### BLOOMERS

Childrens bloomers in black and white satin; full and roomy.  
RECONSTRUCTION PRICE **49c**

### SILK GLOVES

Ladies' Niagara Maid silk gloves; black, white and grey.  
RECONSTRUCTION PRICE **98c**

### BLOOMERS

Misses' and ladies' middy jeans bloomers, in white; very durable.  
RECONSTRUCTION PRICE **98c**

### GEORGETTES

Many shades in 40-inch Georgette for blouses; all good colors.  
RECONSTRUCTION PRICE **\$1.49**

### MEN'S HATS

Men's good quality felt hats; new shapes and styles in the myrtle shade.  
RECONSTRUCTION PRICE **\$1.98**

### MEN'S OVERALLS

Heavy quality blue denim bib overalls.  
RECONSTRUCTION PRICE **\$1.19**

### ENGINEER SHIRTS

Made from good fast color material; polka dot and plain dark blue, with two separate collars.  
RECONSTRUCTION PRICE **\$1.69**

### WORK SOCKS

Men's cotton work socks; brown with white heels and toes.  
RECONSTRUCTION PRICE **15c**

### BOYS SWEATERS

A good weight sweater for every day wear.  
RECONSTRUCTION PRICE **98c**

### DRESS SOCKS

Men's dress socks in blacks and colors; all sizes.  
RECONSTRUCTION PRICE **15c**

### WASH BLOUSES

Ladies' all white and trimmed blouses; every one a neat and distinctive pattern.  
RECONSTRUCTION PRICE **98c**

### PLAY SUITS

Children's play suits, plain blue or khaki.  
RECONSTRUCTION PRICE **98c**

### Children's Hosiery

Misses' or boys' weight; same good quality you have always from here.  
RECONSTRUCTION PRICE **29c**

### HOPE MUSLIN

A good quality bleached muslin.  
RECONSTRUCTION PRICE **13c**

### CALICO

American first quality prints, in light and dark colors.  
RECONSTRUCTION PRICE **9c**

### WOOL SOCKS

Men's wool socks; grey and blue full size.  
RECONSTRUCTION PRICE **33c**

### DRESS GINGHAMS

Fancy plaid dress gingham new patterns.  
RECONSTRUCTION PRICE **19c**

### SILK JERSEY

Yard wide silk jersey, from one of the best mills in America.  
RECONSTRUCTION PRICE **\$1.98**

### MUSLIN NIGHT SHIRTS

Men's full cut muslin night shirts made from genuine Lonsdale muslin.  
RECONSTRUCTION PRICE **98c**

### MEN'S SWEATERS

These are heavy knit, warm and long wearing sweaters, in maroon colors only.  
RECONSTRUCTION PRICE **\$3.98**

### CHILD'S SWEATERS

Those dainty little coat and slip-on sweaters in many colors.  
RECONSTRUCTION PRICE **\$1.98**

### PERCALES

36-inch percales in light and dark patterns—25c, 23c and—  
RECONSTRUCTION PRICE **19c**

### INFANTS VESTS

Infants' cotton vests in a fine knit grade.  
RECONSTRUCTION PRICE **25c**

### WHITE BLANKETS

Large bed size pure wool blankets, in snowy white, silk bound.  
RECONSTRUCTION PRICE **9.90**

### WOOL BLANKETS

Full size plaid wool blankets, in grey, and blue plaids; double and by the pair.  
RECONSTRUCTION PRICE **\$6.90**

### GINGHAMS

Amoskeag fast color apron check gingham; regular width.  
RECONSTRUCTION PRICE **12c**

### WASH CLOTHS

A good size Turkish wash cloth; fast color border, blue and pink.  
RECONSTRUCTION PRICE **8c**

### MACKINAW

Men's wool mackinaws, in good patterns; complete sizes.  
RECONSTRUCTION PRICE **\$7.90**

## Men's Suits

The best product of the best manufacturer's. New styles and materials. Men's and young men's. No charge for alterations.

\$44.75, \$39.75, \$37.50,  
\$34.75, \$29.75, \$27.50,  
\$24.75

Reconstruction Price

**\$22.50**

### OUTING

Regular width high grade outing flannel, in dark patterns only; stripes and checks  
RECONSTRUCTION PRICE **19c**

### BOYS' UNION SUITS

Good quality flat fleeced union suits for boys, ages 2 to 16 years.  
RECONSTRUCTION PRICE **98c**

### MOTOR SUITS

Men's good quality khaki motor suits.  
RECONSTRUCTION PRICE **\$2.49**

### GLOVES

Leather faced canvas gloves with stiff cuff; full leather, not skimped.  
RECONSTRUCTION PRICE **33c**

### MEN'S WOOL UNDERWEAR

Men's two-piece ribbed underwear; grey color; a good quality for a garment.  
RECONSTRUCTION PRICE **98c**

### OUTING GOWNS

Men's and boys' heavy weight outing gowns; made full and roomy; fine quality outing.  
RECONSTRUCTION PRICE **98c**

### WORK SHIRTS

Men's good quality chambray; well made  
RECONSTRUCTION PRICE **89c**

### WORK PANTS

Men's heavy weight, dark color.  
RECONSTRUCTION PRICE **\$3.98**

### WOOL BATS

77x90 sanitary wool comfort bats.  
RECONSTRUCTION PRICE **\$2.49**

### Women's Silk and Wool Union Suits

This is a fine garment; comes in all regular sizes.  
RECONSTRUCTION PRICE **\$2.49**

### PERCALES

Light and dark colors, in fast color percales.  
RECONSTRUCTION PRICE **15c**

## Taffeta Dresses

Just received new Spring line of Silk Taffeta Dresses. Same come in navy, brown, taupe, black and gray. They are the latest in the Dress creations and are priced at—

**\$19.75**

RECONSTRUCTION PRICE



## SHOES

Every pair in our store from the little tot's soft soles to the lumberjack's heavy lugged shoes are now marked on the basis of replacement value.

NEW SHOES ARE IN

Many new lines of Spring Shoes are now in and marked at the new low price. This gives you a full line of shoes to select from at the new—  
RECONSTRUCTION PRICES