

# Putting Our House in Order to Meet New Conditions.

The J. C. PENNEY CO., Operating 312 Department Stores in 27 States, on  
**Monday, January 10th,**

Opened its Doors With Reconstruction Prices Prevailing—Every Price in Our Store is Based Upon Our Replacement Price  
**REGARDLESS OF PREVIOUS COST.**

Believing the time has arrived when a 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 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.

<p><b>LADIES' COATS</b> Any ladies' cloth coat in the house, all sizes and colors RECONSTRUCTION PRICE <b>\$14.75</b></p> <p><b>HOSIERY</b> Ladies hose in cotton; also for the children, all sizes in black, tan and white RECONSTRUCTION PRICE <b>15c &amp; 19c pair</b></p> <p><b>MEN'S OVERALLS</b> Men's high grade overalls, 220 den. RECONSTRUCTION PRICE <b>\$1.39</b></p> <p><b>MEN'S WORK SHIRTS</b> Men's Pay Day work shirts in blue and grey, size 14½ to 19. These are extra good quality RECONSTRUCTION PRICE <b>98c</b></p> <p><b>MEN'S CORDUROY PANTS</b> These are very heavy, made good and large, all sizes, dark or light colors RECONSTRUCTION PRICE <b>\$3.98</b></p> <p><b>MEN'S HOSE</b> Blue, grey and black extra fine quality, 10 to 11½ sizes, while they last RECONSTRUCTION PRICE <b>10c pair</b></p>	<p><b>MEN'S UNION SUITS</b> One lot of men's union suits, a medium weight wool process, size 36 to 46 RECONSTRUCTION PRICE <b>\$1.79</b></p> <p><b>SHEETING</b> 9-4 Pepperell sheeting, all you want RECONSTRUCTION PRICE <b>16c yd</b></p> <p><b>PEQUOT SHEETS</b> Full size Pequot sheets bleached RECONSTRUCTION PRICE <b>\$1.49 each</b></p> <p><b>TABLE CLOTH</b> Renfrew table cloth, white cotton, also linen finish, in all the best patterns RECONSTRUCTION PRICE <b>\$1.98 &amp; 98c yd.</b></p> <p><b>PILLOW TUBING</b> Bleached pillow tubing 40 and 42 inch, all you want RECONSTRUCTION PRICE <b>46c yd</b></p> <p><b>RIBBONS</b> One lot of fancy ribbons, extra wide RECONSTRUCTION PRICE <b>25c yd</b></p> <p><b>GEORGETTE CRÉPE</b> 500 yds. Georgette crepe most all colors, unusual value RECONSTRUCTION PRICE <b>\$1.49 yd</b></p>	<p><b>BLACK SATEEN SHIRTS</b> Men's black sateen shirts, the shirt for wear RECONSTRUCTION PRICE <b>98c</b></p> <p><b>WOOL HOSE</b> Men's wool hose, grey, white and blue, all sizes RECONSTRUCTION PRICE <b>39c pair</b></p> <p><b>MEN'S SHOES</b> 100 pairs men's shoes in nice vici kid stock, also a lot of good work shoes RECONSTRUCTION PRICE <b>\$2.98</b></p> <p><b>MOLESKIN PANTS</b> Extra heavy in khaki &amp; black pin stripes RECONSTRUCTION PRICE <b>\$3.69 &amp; \$3.98</b></p> <p><b>BOYS' SHOES</b> One lot of boys' dress and work shoes, sizes 2 to 5½ RECONSTRUCTION PRICE <b>\$3.49</b></p> <p><b>APRON CHECK GINGHAM</b> Plain apron check gingham RECONSTRUCTION PRICE <b>12½c yd</b></p> <p><b>FANCY DRESS GINGHAM</b> 1000 yards of fancy dress gingham, very fine patterns RECONSTRUCTION PRICE <b>17c yd.</b></p>	<p><b>LADIES' DRESSES</b> 25 ladies dresses, silk and serge dresses, assorted colors RECONSTRUCTION PRICE <b>\$14.75</b></p> <p><b>BLANKETS</b> Large cotton blankets in tans, greys, etc. also in plaids in pink, blue and grey, while they last RECONSTRUCTION PRICE <b>\$2.98</b></p> <p><b>BLANKETS</b> Wool blankets in large sizes, plaids or plain colors; it pays to look these over RECONSTRUCTION PRICE <b>\$3.98</b></p> <p><b>COMFORTS</b> We have 50 comforts on the road, will be in in a few days RECONSTRUCTION PRICE <b>\$2.98 and \$3.98</b></p> <p><b>COATS</b> Children's cloth coats, a few sizes left, from 6 to 10 years RECONSTRUCTION PRICE <b>\$9.90</b></p>	<p><b>PERCALES</b> All the best patterns you can wish for, lights and darks, 36 inch width RECONSTRUCTION PRICE <b>19c yd</b></p> <p><b>OUTING FLANNEL</b> Dark and light fancy and white outings in all the good patterns RECONSTRUCTION PRICE <b>19c to 17c yd</b></p> <p><b>CORSETS</b> Why not ask for a J. C. Penney corset for ladies, white and colored RECONSTRUCTION PRICE <b>\$2.98 down to 98c</b></p> <p><b>BED SPREADS</b> White fancy cut corner bed spreads, full size RECONSTRUCTION PRICE <b>\$3.98</b></p> <p><b>PERCALES</b> Light and fancy, a very good quality RECONSTRUCTION PRICE <b>15c yard</b></p> <p><b>PERCALE APRONS</b> Fancy percale aprons, large, medium or small RECONSTRUCTION PRICE <b>98c each</b></p> <p><b>LACES</b> New Spring Laces are now on display at the new market price, just arrived RECONSTRUCTION PRICE <b>5c, 10c, 25c yd</b></p>	<p><b>MUSLIN GOWNS</b> Ladies' Muslin gowns new spring mdse. RECONSTRUCTION PRICE <b>\$1.19 to \$1.49</b></p> <p><b>MEN'S DRESS SHIRTS</b> New spring dress shirts with or without collars all sizes RECONSTRUCTION PRICE <b>98c each</b></p> <p><b>MEN'S WORK GLOVES</b> New spring line is here with the new RECONSTRUCTION PRICE <b>25c, 69c to 98c</b></p> <p><b>INFANTS' SHOES</b> These are button or lace, some all leather and others cloth tops, leather bottom. RECONSTRUCTION PRICE <b>\$1.29 to \$1.49 pr.</b></p> <p><b>MISSES' SHOES</b> Black, button or lace, in kid or gun metal, sizes 8½ to 2 RECONSTRUCTION PRICE <b>\$2.49 to \$2.98</b></p> <p><b>LADIES' HOUSE SHOES</b> Elastic sides, rubber heel, while they last RECONSTRUCTION PRICE <b>\$2.49</b></p> <p><b>MEN'S FLANNEL SHIRTS</b> About 12 dozen to choose from, all colors and sizes RECONSTRUCTION PRICE <b>\$1.98</b></p>	<p><b>LADIES' SUITS</b> Any ladies' suit in the store while they last RECONSTRUCTION PRICE <b>\$24.75</b></p> <p><b>TOWELS</b> 50 dozen Turkish towels on the road at unheard of prices RECONSTRUCTION PRICE <b>25c and 49c each</b></p> <p><b>COTTON BATTS</b> Extra large size batts, 3 pounds, quilted, will be in in a few days RECONSTRUCTION PRICE <b>98c each</b></p> <p><b>CRETONNES</b> Extra wide and heavy cretonnes, fine new patterns RECONSTRUCTION PRICE <b>19c yard</b></p> <p><b>KHAKI ONE PIECE WORK SUITS</b> In all sizes; these are extra good for the money RECONSTRUCTION PRICE <b>\$2.98 a suit</b></p> <p><b>LADIES' HOUSE DRESSES</b> These are exceptional values; they sold as high as \$6.00, while they last RECONSTRUCTION PRICE <b>\$2.98</b></p> <p><b>FURS</b> Furs are selling at very low prices, and it will pay you to look these over. RECONSTRUCTION PRICE <b>\$1.98 to \$14.75</b></p>
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A Nation-wide Institution.

312 Busy Stores

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