

ate Price in Women's Wearing Apparel  
 ing at 8:30 A.M., We Offer One  
 al Value-Giving Events  
 ry of Our Store



26-28 W. Washington St., Next to News Bldg.

# ON DAY" NAPOLIS!

Wide Selling Event of the Year!

of—the Most Gratifying Values in the Country! All the Force of the Immense Hudson  
 Itself on the Tremendous Response It Has Received in Previous Value-Giving Sales—  
 erings.

Special for "Hudson Day"

## DRESSES!

Presenting the most sensational values of the season in this great event. These charming frocks were made to sell at for more than this unusually low price, but due to a successful purchase, we are able to offer the women of Indianapolis these rare dress values.

Everything that is new and smart in silhouette, fabric, color and trimming for Winter is represented in this splendid collection. There are frocks of Satin, Crepe Satin, Georgette, Crepe Romaine, Velvet, Chiffon Velvet, Satin combined with Velvet, Chiffon and Flat Crepe; also tailored cloth frocks of Mirroleen.

For Your Convenience We Have Arranged These Extraordinary "Hudson Day" Specials

"HUDSON DAY"  
 Group No. 1

**DRESSES**

Formerly Sold for \$19.50

**\$10<sup>00</sup>**

SECOND FLOOR

"HUDSON DAY"  
 Group No. 2

**DRESSES**

Formerly Sold for \$29.50

**\$16<sup>50</sup>**

SECOND FLOOR

"HUDSON DAY"  
 Group No. 3

**DRESSES**

Formerly Sold for \$39.50

**\$22<sup>50</sup>**

SECOND FLOOR



Make Your New "Buy"  
 Word HUDSON

'Hudson Day'

Pertinent Facts Regarding  
 Our Dress Department

Hudson devotes its entire second floor to dresses, specializing in types and sizes for misses, women, small women and large women. A resident buying staff in New York insures our instant reception of the newest modes adopted by Paris or Fifth Avenue. Dress stocks have been very carefully selected, assuring stocks which speak with authority the words of good style, good taste and good value. Beautiful appointments and an atmosphere of refinement in our newly improved dress department adds to the pleasure of shopping at Hudson's.

Extra Salesladies to Assist

## Hudson's Economy Basement

An Unrestricted Choice of Every Dress in Our Entire Basement

**ATTRACTIVE FROCKS**

Formerly Sold Up to \$15.00

"HUDSON DAY"

will set a new record for styles  
 for the smart Miss and well-  
 dressed Woman

**\$5**

"HUDSON DAY"

offers values that are truly a-  
 mazing and fashions that will  
 delight the most fastidious



These dresses were selected with the same care that we use in choosing our finest individual models. Dresses for every occasion—for street, afternoon, business, college, dinner and sports wear. See the new and fashionable two-piece models—the new Princess frocks—the flared silhouettes—the straight line frocks with newness everywhere about them.

**STYLE—QUALITY—VALUE—SERVICE**