



WHERE SMART
STYLE MEETS
MODERATE PRICE
IN WOMEN'S AND
MISSES' WEARING
APPAREL



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

IT WILL PAY YOU TO
GET ACQUAINTED
WITH HUDSON'S
STYLE, QUALITY,
VALUES AND
SERVICE



Owing to the Tremendous Response —TO OUR FIRST— **'HUDSON DAY'**

The Extraordinary Prices Will Be Continued Saturday

To enable those who were unable to take advantage of our first "Hudson Day" Friday, we are continuing over Saturday these tremendous savings. The response accorded our first "Hudson Day" proves conclusively to us that women of Indianapolis appreciate the values which were offered during "Hudson Day." To this demonstration of appreciation of our service, we pledge a continuance of our policy of the best in **STYLE—VALUE—QUALITY—SERVICE**.

Continuing "Hudson Day"

COATS

ANOTHER DAY OF VALUES AND
OPPORTUNITIES



Continuing "Hudson Day"

GROUP NO. 1

COATS

Formerly Priced to \$55.00

\$32.50

Continuing "Hudson Day"

GROUP NO. 2

COATS

Formerly Priced to \$69.00

\$45.00

Continuing "Hudson Day"

GROUP NO. 3

COATS

Formerly Priced to \$85.00

\$59.50

Continuing "Hudson Day"

DRESSES

STYLES AND MATERIALS THAT WILL PLEASE
THE MOST DISCRIMINATING

Continuing "Hudson Day"

GROUP NO. 1

DRESSES

Formerly Priced to \$19.50

\$10.00

Continuing "Hudson Day"

GROUP NO. 2

DRESSES

Formerly Priced to \$29.50

\$16.50

Continuing "Hudson Day"

GROUP NO. 3

DRESSES

Formerly Priced to \$39.50

\$22.50

ALL SALES FINAL

We have used every Hudson fashion resource to secure the smartest fashions, the newest materials, the finest furs, in every price group. To give every woman and miss, at the price she wishes to pay, the widest choice, the utmost in value.

Extremely stylish are these attractive coats—accentuating the higher waistline and the graceful flare—that have both been accorded such decided popularity. These are models that you will not see elsewhere—they are just arriving—from exclusive makers and would never again be priced so delightfully low.

COAT SHOP ON THIRD FLOOR

Presenting the most sensational values of the season in this great event. These charming frocks were made to sell at far more than this unusually low price, but due to a Hudson 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.

DRESS DEPARTMENT ON SECOND FLOOR

Hudson's Economy Basement

Unrestricted Choice of Every Coat in Our Entire Basement

WINTER COATS!

Formerly Sold Up to \$35.00

Continuing
'Hudson Day'

It sets a new
record for Fashion
and Value-Giving

\$20

Continuing
'Hudson Day'

offers an extremely
large selection of
fashionable materials
and colors

Beautiful Fur Trimmed Coats are of an extraordinary value at this price because of their quality and serviceability. Good furs, durable fabrics and tailoring of a high order have gone into their making, following the trend of the new Winter modes. The heavily trimmed sleeve produces a rich effect usually obtainable only in Coats of substantially higher price.

Style—Quality—Value—Service

Hudson's Economy Basement

Unrestricted Choice of Every Dress in Our Entire Basement

ATTRACTIVE FROCKS!

Formerly Sold Up to \$15.00

Continuing
'Hudson Day'

It sets a new record
for styles for the smart
Miss and well-dressed
Woman.

Continuing
\$5

Continuing
'Hudson Day'

offers values that are
truly amazing and fash-
ions 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 straightline frocks with newness everywhere about them.

Style—Quality—Value—Service