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J.C. PENNEY CO. INC.

Friday ^{SECOND DAY} Opening Specials!

Opening Specials!

Women's
Fabric House
SLIPPERS

Choose from
red, blue and
green. **59c**
Second Floor



Sensational Values Throughout the Store!

Months of planning... weeks of preparations... days of feverish activity, all came to an end this morning—the new J. C. Penney Department Store opened its doors promptly at 9 A. M. for its first day's business in Indianapolis. Tomorrow is the second day of the sensational OPENING SPECIALS that they have planned for you—so you will become acquainted with Penney's quality merchandise... exceptional values. Meet tomorrow at Penney's where people of Indianapolis and all Indiana will SHOP and SAVE! You'll find

...a store fitted throughout with modern equipment, designed by some of America's finest store engineers.

...a store literally packed with fresh new merchandise of dependable, worthwhile quality, at amazing low prices.

Be Right in Fashion With a
Warm, Tailored Model!

Women's Swanky
Chinchilla
COATS

6.90



At the game... you can turn your collar up around your ears, put your hands deep in your pockets and you'll feel like cheering for all you're worth. So comfy; tailored of warm chinchilla in navy blue. Sizes for women and misses.
WOMEN'S COATS—Second Floor

Opening Specials!

Women's
Dull Leather
PUMPS

Comfortably
made. Smart
trimmings. **1.98**
Second Floor

10,000
Men's New
SHIRTS
79c
Opening
Special—

- All Fast Colors
 - Novelty Patterns
 - Plain Whites and Solid Colors
 - Seven Button Front
 - Correct Fitting
- MEN'S SHOP, Street Floor



Opening Specials!

Men's
Fine Calfskin
OXFORDS

Sturdily made
for wear and su-
preme comfort. **2.49**
Street Floor

Opening Specials!

Boys'
Suede Cloth
LUMBERJACKS

With elastic
bottoms. Sizes
from 6 to 16. **\$1.29**
Second Floor

Thrift Values in Infants' Needs

INFANTS' SHIRTS AND WRAPPERS	BO-PEEP DIAPERS, 27x27 1/2 DOZEN	INFANTS' RUBBER PANTS— ONLY	SMALL TOTS' SILK DRESSES, GOWNS,	INFANTS' DRESSES, GERTRUDES, GOWNS,
25c	49c	5c	59c	29c

TINY TOTS' SHOP, Second Floor

— USE OUR LAYAWAY PLAN —

Opening Specials!

Women's
1-Strap Comfort
SLIPPERS

Of soft kidskin.
Unusual low
price. **1.49**
Second Floor

Opening Specials!

Children's
1-Strap
SLIPPERS

Sizes to 2. Stur-
dily built. **1.49**
Second Floor

A Marvelous Value in Women's Fabric GLOVES

Popular styles with novelty
cuffs, slipon models. Unusual
trims. What a value! **69c**
GLOVES, Street Floor



Opening Specials!

Boys'
Striped Denim
PLAY SUITS

Attractive
styles. Sizes 2
to 6. **25c**
Second Floor

Opening Specials!

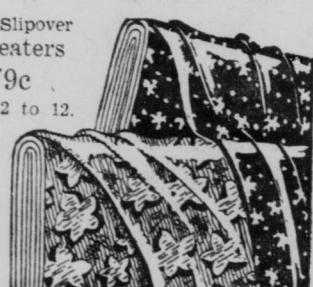
Women's
Smart New
HANDBAGS

Various styles
in brown, black
or navy blue. **49c**
Street Floor

Flattering Styles in Girls! WINTER COATS

Fur-Trimmed! Self Trimmed!
Chinchillas and nubby
wool coatings make up
these lovely coats for
girls 4 to 14 years. You'll
find value, plus quality. **3.98**
LITTLE SISTER'S SHOP, Second Floor

Girls' Slipover
Sweaters
79c
Sizes 2 to 12.



Opening Specials!

36-Inch
Fine Curtain
MARQUISSETTE

Plain or novel-
ty weaves. Buy
a supply to-
morrow. **15c Yd.**
Second Floor

Drapery DAMASK
36 Inches wide. Attractive
patterns in blue, rose, gold,
green, rust and red. **35c Yd.**
CURTAINS, Second Floor

NO C. O. D's.—NO CHARGES

ECONOMY BASEMENT STORE

A Magnificent Selection of
Newest Winter Styles in Smart

FROCKS

WOOLENS
KNITS
SILKS
RAYONS

2.49

You'll find just the dresses you want and need to complete your winter wardrobe. Dresses you'll be proud to own—flattering silhouette styles with newest details. This is one of the very outstanding values in Penney's Opening Specials—be sure you see them tomorrow. Sizes for women and misses. All newest fall colors.

Flattering New HATS—77c

Turbans, brims, berets, smart styles in felts, crepes, satins and other fabrics.

Women's Rayon LINGERIE—25c

Vests, panties and bloomers in flesh and pink. Small, medium and large sizes.

Ankle Fashioned HOSIERY—25c

Of sheerest rayon. With picot tops. Favorite shades for fall and winter.

Basement

Opening Specials!

Men's
Quality Dress
SHIRTS

Full cut; pre-
shrunk. Fast
colors. Sizes 14 1/2
to 17. Outstand-
ing value. **66c**
Basement

Opening Specials!

Women's
Cotton Street
FROCKS

Extra fine fab-
rics; fast colors.
Large assort-
ment of clever
styles. **79c**
Basement

Opening Specials!

Women's
Vat Dyed Daytime
PAJAMAS

Many, many new
patterns and
attractive styles.
All sizes. **79c**
Basement

Thrift Values on Shoes for the Family



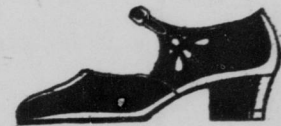
Women's Black Kid
Comfort OXFORDS

Be kind to your feet—these
oxfords are exceptionally
comfortable with built-in
arch support. **1.79**



Men's All-Leather
Smart OXFORDS

Good looking shoes made of
fine quality leathers that
will give comfort—they're
made to fit. Sizes 6 to 11. **1.98**
Basement



Growing Girls' One-
Strap SLIPPERS

In popular dull leathers.
With leather heels and rub-
ber taps. An exceptional
opening special. **1.98**

Opening Specials!



Little Tots'
OXFORDS

Pliable oxfords
of all leather. **98c**
Basement