

# PENNEY CO. INC.

## Celebrate! of the New Deal!

MARCH, 1934—

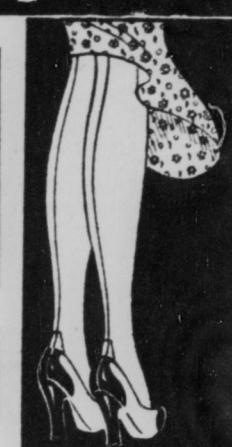
Banks closed . . . bread lines . . . gloom everywhere . . . would it ever end? Then the promise of a "New Deal"—would it work? Some believed . . . some only hoped!

MARCH, 1934—

Action—Millions back at work . . . payrolls . . . money, credit easier . . . factories busy . . . repeal . . . higher prices for farm products . . . new stream lined cars!

No time to look back . . . no need for "Pollyanna" talk now . . . The New Deal is working!

America's come back! You feel it . . . we feel it! So Penney's say spruce up . . . dress up . . . be smart, spend, but spend wisely! Celebrate the New Deal's Anniversary—Come to Penney's for these great March 1934 Values!!!!



Newest Spring Shades in "Gaymode" Hosiery Outstanding Values!

79c

Beautiful pure silk hose . . . sheer, chiffons, and service weights. Reinforced heel and toe.

Group of Sheer Chiffon SILK HOSIERY 49c at . . . PENNEY'S—Street Floor.



Children's Spring COATS

Sizes 4 to 8 3.98

Plain shades and novelties. Many with hats to match!

Sizes 8 to 14 4.98

Tweeds, plaids, newest spring shades. Many have scarf attachments!

PENNEY'S—Second Floor.

A Special Purchase of

## Boys' All-Wool SUITS

7.90

With 2 Knickers or 2 Pair of Long Trousers

Others \$5.00 and \$9.90

Boys' Novelty PAJAMAS, 79c

Boys' Quality SHIRTS, 55c Two for \$1.00

Boys' Spring CAPS

Light tweed weaves. An outstanding value at this price! 49c

Boys' Athletic SHIRTS & SHORTS, Ea., 25c

"Treasure Island"—PENNEY'S BOYS' SHOP, Second Floor



## SEMENT STORE

Novelty Prints! Mexican Stripe Prints!

## New Spring "Rondo" ARE PRINTS

19c Marvelous Values! YARD

like pulling a SILK FINISH, ST. COLORS! tool for gay field small and conservatively. We to long to find



81x99-Inch "Pepperell" SHEETS (3-Year Guarantee)

83c

These famous sheets will give splendid wear. A marvelous value at this low price!

42x36-Inch "Pepperell" Pillowcases

25c Each

O. N. T. Crochet Thread 8c

PENNEY'S—Basement.

BATH TOWELS . . . the kind you like! 10c Each

5c prints! immed with bindins! oulders! Basement.

Think of it! Large, heavy, thirsty, terry towels with different colored borders!

PENNEY'S—Basement.

## 34 — at PENNEY'S!

## 33 East Washington Street

An Early Easter Demands Your Immediate ATTENTION!

## Men's Spring SUITS

• CHEVIOTS • WORSTEDS

• CASHMERES • TWISTS

14.75

A great value for men! You'll have to see these suits to actually appreciate their value! Well tailored of fine fabrics in spring's best colors! Single and double breasted styles.

Men's Arch-Support OXFORDS 2.47  
With Goodyear welt soles.

PENNEY'S—Street Floor.

## Men's SHIRTS

All New—Just Unpacked! Placed on Sale Tomorrow—

83c



Customers will show surprise at the excellent quality of these shirts . . . A surprising March value! Expertly tailored of fine PRE-SHRUNK broadcloth in white and the popular new pastel shades of green, blue, tan. Well made in collar-attached style. Sizes 14 1/2 to 16.

PENNEY'S—Street Floor.

## From the Basement Shoe Department Tremendous Values in

## FOOTWEAR

1.99

For men—  
Genuine  
calfskin oxford  
in black and  
brown.



Quantity  
Won't Last  
Long at  
This Price

Men's and Boys' Work and School SHOES 98c

PENNEY'S—Basement.

## Children's FOOTWEAR

High shoes, oxfords and one strap slippers. Sizes 5 1/2 to 2 98c

PENNEY'S—Basement.

SUES FOR DIVORCE



2,410 STUDENTS ARE ENROLLED IN KENTUCKY U.

Slight Falling Off Noted for Second Term; State Is Represented.

LEXINGTON, Ky., March 2.—A final enrollment of 2,410 students has been recorded at the University of Kentucky for the second semester of the school year 1933-'34.

In spite of the fact that the enrollment figures for the second semester nearly always show a decrease from the first semester, the loss this year was only forty-eight students, the lowest in several years.

Classes for the new semester officially closed Feb. 12, and work is now under way in all departments of the university, with several new courses having been inaugurated.

Among students registered from Indiana are:

John Ball Bomstoth, 3865 Washington boulevard, Indianapolis; Richard Lloyd Parrine, 310 North Adelton street, Indianapolis; Jack Doyle Cronin, 1543 College avenue, Indianapolis; Leroy Edwards, 456 Central avenue, Indianapolis; Charles Garland, Lewis C. Croftsville; Elbert Dean Adams, Prokes; Carroll Marvin Ball, Elkhart; John A. Geyer, Elkhart; Ralph Milton Ball, Elkhart; Ethel Louise Tressler, Bicknell; Ruth Hazel Shively, Evansville; Madlyn Virginia Shively, Evansville; David M. Manly, Evansville; Hugh John Needham, New Albany; David Faye Needham, New Albany; Mary Elizabeth Sheldon, Madison, and David Dorner, Frankfort.

PERSONAL PROPERTY ASSESSMENT STARTS

Center Township Public Asked to Facilitate Work.

Assessment of personal property was started yesterday by 140 deputy assessors for Center township, it was announced by Theodore Dammeier, chief deputy to John McDonnell, township assessor.

The group included 125 assessing personal property and fifteen assessing business property. They will work twenty days, their places then being taken by another group of deputies, in order to give employment to as many persons as possible.

Mr. Dammeier asked co-operation of the public in facilitating work of the assessors, as the township has a reduced budget for the work this year, leaving less time to be spent the royal family of the 2nd Manchu on each individual case.

TEN CASES OF COFFEE ARE STOLEN FROM CAR

\$60 Mandolin and Cigars Also in Parked Auto Loot.

Members, with exception of Representative Wilfred Jessup, Richmond, are all from Indianapolis. They are Attorney Maurice Tenant, Miss Gertrude Taggart, former state charities' board member; Miss Bertha Lemming, welfare supervisor of the public schools, and Mrs. Joseph J. Daniels, active in the League of Women Voters and director of the Indianapolis Orphanage Home.

VALIDITY OF UTILITY LAW TO BE TESTED

McNutt Chooses Board to Codify State's Acts.

As required by an act of the 1933 legislature, Governor Paul V. McNutt has appointed a commission to codify state child welfare laws and recommend new legislation.

Members, with exception of Representative Wilfred Jessup, Richmond, are all from Indianapolis. They are Attorney Maurice Tenant, Miss Gertrude Taggart, former state charities' board member; Miss Bertha Lemming, welfare supervisor of the public schools, and Mrs. Joseph J. Daniels, active in the League of Women Voters and director of the Indianapolis Orphanage Home.

Young Cyclist Injured

As his bicycle struck Don Skyles, 31, of 5103 Ellender Drive, at Ohio and Delaware streets yesterday, Paul Hill, 12, of 217 East St. Clair street, was thrown to the street. Knocked unconscious, he was taken to city hospital.

SEVEN HOOISER CITIES AND TOWNS WHICH OWN THEIR OWN PLANTS WERE REPRESENTED AT THE MEETING BY MAYORS OR OTHER OFFICIALS.

It was decided to have a 1 per cent profits levy on the utilities to finance the litigation.

VALIDITY OF THE 1933 INDIANA UTILITY LAW WHICH MAKES MUNICIPALLY OWNED PLANTS SUBJECT TO STATE AND COUNTY TAXES WILL BE ATTACKED IN COURT, IT WAS DECIDED WEDNESDAY AFTERNOON AT A MEETING OF THE MUNICIPAL LEAGUE OF INDIANA AT THE CLAYPOOL.

SEVENTY HOOISER CITIES AND TOWNS WHICH OWN THEIR OWN PLANTS WERE REPRESENTED AT THE MEETING BY MAYORS OR OTHER OFFICIALS.

IT WAS DECIDED TO HAVE A 1 PER CENT PROFITS LEVY ON THE UTILITIES TO FINANCE THE LITIGATION.

HERE'S A BANDAGE THAT COMES OFF without painful peeling



SEALTEX Sticks Only to Itself.

Neat, Flexible, Comfortable, Water-proof.

SEALTEX won't stick to hair or skin.

No strings, pins or clumsy wrappings.

SEALTEX is the name of a strange new medical discovery—a bandage for all cuts and bruises which sticks only to itself, not to hair, skin or clothing.

You wrap the cut with SEALTEX, press SEALTEX together—and there you are! A bandage as neat and comfortable as a glove—which removes like a glove because it won't stick to you but only to itself.

A million people—and leading hospitals—

use SEALTEX. It's so quick, so neat, so comfortable—and it comes off without soaking or hurting. Wrap anywhere on the body. A water-proof bandage yet it admits air to help heal.

Ease pains of corns with SEALTEX. Prevent stocking wear by wrapping heel or toe. Make golf club and racquet grips. Keep a package handy in home, office and shop. At all drug counters, 10c, 25c and 50c sizes.

At Hook Dependable Drug Stores and All Other Drug Counters

'SEALTEX'

BIG 3 DAY SALE!

FULL VISION

Bought before the market price, you can get a new high temple, attractive mountings in white or pink gold filled. With genuine coric lenses, accurately ground for far or near vision.

THREE DAYS ONLY

Here is a sensational offer that should instantly appeal to you. We are offering this offer FOR A LIMITED TIME ONLY. WE ARE MAKING THIS AMAZING OFFER. Latest, most up-to-date style!

With special application of the lenses, guaranteed against breaking or tarnishing. Expertly made. Positively guaranteed to fit you perfectly and give complete satisfaction.

TRY THEM FOR 10 DAYS

Wear them for 10 days and nights at our risk. If not perfectly satisfied, you will be out nothing.

FREE EXAMINATION BY LICENSED OPTOMETRISTS.

DR. RITHOLZ OPTICAL CO.

124 W. Washington St. Claypool Hotel Bldg.

Optical Offices in Principals! Cities, Coast-to-Coast. Over 1,000,000 Dr. Ritholz Perfect-Vision Glasses.

Credit if Desired. Months to Pay.

OPEN SATURDAY EVENINGS TILL 9:00 P.M.

Store Open Till 9 P. M. Saturday!