

PENNEY CO. INC.

Celebrate!

of the New Deal!

MARCH, 1933—

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 . . . pay-rolls . . . 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 at **49c**

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.

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**

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 14½ to 16.

PENNEY'S—Street Floor.

A Special Purchase of Boys' All-Wool SUITS

With 2 Knickers or 2 Pair of Long Trousers **7.90**

Expertly tailored of quality fabrics . . . all-wool worsteds, cashmeres and tweeds. You can depend on Penney's suits—they're made to FIT and look like twice the price. Sizes 6 to 16.

Others \$5.00 and \$9.90

Boys' Novelty PAJAMAS, 79c

Boys' Quality SHIRTS, 55c

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



CEMENT STORE

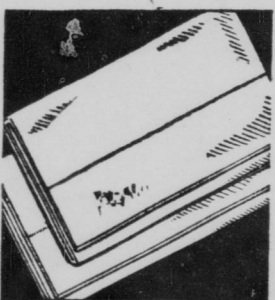
Novelty Prints! Mexican Stripe Prints!

New Spring "Rondo" ARE PRINTS

Like pulling a SILK FINISH. ST COLORS! Look for gay field small and conserva- paid geometries. We to 1 long to find

19c YARD

Marvelous Values!



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. Grochel Thread **8c**

PENNEY'S—Basement.

BATH TOWELS

... the kind you like!

10c Each

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

PENNEY'S—Basement.

From the Basement Shoe Department

Tremendous Values in FOOTWEAR

1.99

For women—A smart selection of Novelty Arch Type and Sport Shoes. Come in tomorrow and see these amazing shoe values! Broken sizes!



For men—Genuine calfskin oxfords in black and brown.

Quantity Won't Last Long at This Price

PENNEY'S Basement

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

Children's FOOTWEAR High shoes, oxfords and one strap slippers. **98c**

Sizes 5½ to 2

PENNEY'S—Basement.

Store Open Till 9 P. M. Saturday!

SUES FOR DIVORCE



Romance that flowered on a round-the-world cruise three years ago has withered for Roberta Smyth, above, daughter of Evangelist Aimee Semple McPherson. Married in Singapore to William Bradley Smyth, ship's purser, Mrs. Smyth is suing for divorce in Los Angeles.

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 Dammeyer, chief deputy to John McCloskey, Center 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. Dammeyer 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 old Manchou on each individual case.

TEN CASES OF COFFEE ARE STOLEN FROM CAR

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

Samuel Johnson of literary fame, who used to drink forty cups of coffee a day, has found a rival in the thief who stole ten cases of coffee valued at \$29 from the parked car of Bristol Blumley, 43, of 4907 Carrollton avenue, Wednesday night. Other thefts reported to police are a mandolin valued at \$60 belonging to R. V. Welch, 362 East Eleventh street, and twenty-five cartons of cigarettes valued at \$27 from the parked car of Earl Slier, employed at 302 East South street.

Young Bicyclist Injured

As his bicycle struck Don Skyles, 31, of 5103 Ellenberger 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.

HUSKY THROATS

Overtaxed by speaking, singing, smoking



2,410 STUDENTS ARE ENROLLED IN KENTUCKY U.

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

By Times Special 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 Bull, Bonmuth, 3885 Washington boulevard, Indianapolis; Richard Lloyd Parrine, 310 North Addison street, Indianapolis; Jack Doyle Cronin, 1543 College avenue, Indianapolis; Leroy Edwards, 456 Central avenue, Indianapolis; Charles Garland Lewis, Crothersville; Elbert Devin Adams, Patoka; 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; Conrad A. Rose, Evansville; Hugh John Needham, New Albany; David Faye Needham, New Albany; Mary Elizabeth Skeldon, Madison, and David Dörner, Frankfort.

CHILD WELFARE LAWS COMMISSION NAMED

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 Tennant, 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 Orphan Home.

VALIDITY OF UTILITY LAW TO BE TESTED

State, County Taxes on Municipal Plants Questioned.

Validity of the 1933 Indiana utility law which makes municipally owned utility 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 Hoosier 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 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!



Bought before the market price went up—and saved attractive mountings in white or pink gold filled. Fitted with genuine tortoise accurately ground for far or near vision.

THREE DAYS ONLY

Here is a sensational offer that should instantly appeal to every one who wears or needs glasses. FOR A LIMITED TIME ONLY WE ARE MAKING THIS AMAZING OFFER! Latest, most up-to-date style! Will improve your appearance and grace your face, guaranteed against breaking or tarnishing, expertly made. Positively guaranteed to fit you perfectly and give complete satisfaction or no cost!

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 Principal 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.

34—at PENNEY'S!