

INDIANAPOLIS,
THE CENTER
FOR SHOPPING

Pure Silk CREPE

39 Inches Wide



39c
Second Floor

MEN'S SHOP

Men's White Linen Caps or
checks 25c
Summer Silk Crepe Ties 49c
Broadcloth Pajamas, vat dyed 98c
Rayon Athletic Union Suits 98c
Fine Dimity or Knit Union Suits 38c

SEERSUCKER PRE-SHRUNK PANTS

An exceptional
buy in wearable,
washable non-
shrinkable pants.
Get several pairs
today.

98c

Also Otis Pin-Check Shrunk
Pants 98c
Sanforized Striped Slacks for
men 81.98
High-Grade Straw Hats 79c
Colorful Wash Ties 10c
Handkerchiefs, plain white, 6 for 19c

Terry Jackets

For Men—Young Men

A smashing suc-
cess and a trem-
endous value.
All colors and
white. Water
proofed. Smart
sports wear.

67c

Lorraine Seersucker Ties, all
colors 25c
Shirts and Shorts for men 19c
Fancy All-leather Sport Belts 25c-49c
White and Pastel Dress Sox 25c
Rayon Shirts or Shorts Ea., 49c

Ladies' White Footwear

Newest styles in
either white kid or pig
grain. We made a
fortunate purchase.
You make one, too, at
Downstairs

\$1.69

Combination Sport Oxfords

Men! Here's a valuable feature
about Penney's shoes—all leather
construction combined with real
style . . . all that at a low price.
Black and white and brown and
tan. All sizes

\$1.98

Tennis Shoes

For Men and Boys
Here's your
chance to get a
quantity of
quality. Shoes
built for long
wear and foot
comfort. Odor-
less insole. A top
value.

49c
Downstairs

Ladies'
First-Grade
Footwear
For a Dollar

Many models in this group
designed for aristocrats,
Linen, mesh and novelties
in several styles. See these!

\$1.00
DOWNSTAIRS

SPECIAL PURCHASE! BLACK CALF OXFORDS for Men

A fortunate purchase from an over-
stocked manufacturer is responsible
for this value.

\$1.79

New Store Hours: Daily, 8:30 A. M. to 5:30 P. M.—Saturdays, 8:30 A. M. to 6. P. M.

Capital Savings

—PENNEY'S THE CENTER FOR SAVINGS

SEE the SNAPPIEST STYLES IN the STATE



Blistered Organzies
Piques
Linens
Gingham
Eyelets
Novelties

We cater to fitting larger
women. Sizes 44-52. Prices
\$2.93 and \$3.85.

\$2.93

Second Floor

COOLISH, COTTONISH, BETTER HOME FROCKS

77c

And they are "better home
and garden" frocks. Just
the thing for smart home-
makers. For daytime—
playtime wear. Many
of these sheer cottons
taken from the higher
priced Sally Lea
and Betty Coed
lines.

NEW
White
SUMMER
Hats
47c

Shun the Sun

in a pretty white
hat with a grace-
ful brim. There's
sure to be your
type of hat
among these.

Second Floor.

No
G. O. D.'s



Pure
Silk Crepe
SLIPS
78c

Guaranteed first quality—
attractive lace trimming. Don't
let this bargain "slip" away.

DANCETTES
78c

Of pure silk. Quite dain-
ty, alluring lingerie for

Second Floor.

INDIANAPOLIS
BIAS CUT, LACE TRIM
BROADCLOTH
SLIPS

83c

See this popular number
in pastel shades. You'll
be surprised at this
splendid saving in
summer slips. And
we have sizes 34-44.

34c

Full Size
Kerchiefs
For Ladies

2c

Special!
Rugs

\$4.44

Also 6x9 Rugs
\$2.95

A rug
that's slick
and cool and
easy to keep
clean. 9x12
size \$4.44. Also
6x9, \$2.95. Down-
stairs.

Men's High-Grade

UNION
SUITS

59c

Ecrù ribbed. Short sleeve,
ankle length. Well reinforced.

Majestic
White
Shoe
Cleaner
Now Only

19c

They're Socks For
A Hit! Socks For
Men

13c Pr.

No errors in buy-
ing, lots of quality fine
rayon dress socks
in jacquard patterns. All sizes.
And only

Men's Sanforized

SLACKS

1.98

Many attractive
designs and colors. Dressy
and serviceable! Sizes
for all men.

WE REPEAT
LUNCH
CLOTHS

25c

45 x 45. Gay
plaids . . . solid
colored centers
or white with
colored plaid
border. As pop-
ular as they are
pretty. Think—

Main Floor

First Quality Hosiery

Very Finest Type Hose—

Full-fashioned,
new and complete
in all the fresh
lovely shades,
truly lovely silk
stockings. Service
or off-the-shelf.
Values to \$6.00
Main Floor

59c

Main Floor

Children's Anklets,
Novelty Tops Pr., 8c

Printed Silk Pongee

Coolie Coats, 48" long 93c

Cotton Blouses, sheer and

summery; plain, printed 47c

Jumbo Towels, plain 19c

Cretonne, good value,
6,000 yards Yd., 10c

Curtain Net

Dainty fresh looking

net suitable for every

room in the house.

Ecrù, white, yellow,
blue, lavender. Sev-
eral patterns.

10c

Yd.

Unbleached Sheeting, 81" 19c

Fast color Lunch Cloths

52x52, new patterns Ea., 49c

White Organdy 19c

White Broadcloth 19c

"Elizabeth Ann" broadcloth,
Yard wide 16c

Awning Stripe Yd., 25c

"Blue Bonnet" Batiste,

Yard wide, fast color Yd., 15c

Turkish Towels 10c

WINDOW

SHADES

Keep the house
cool with fresh,
new shades.

3 ft. x 6 ft. tan and green.

42c

Boys' Slacks

Cool, summer
weight wash
trousers. New nub
weaves. Smart
novelty stripes.
Good value. Boys
Dept.

87c

Men's Vat Dyed

Dress Shirts

Get yours to-
day. First
quality broad-
cloth, vat dyed,
plain or fancy.
Sizes to 16. A
marvelous va-
riety.

49c

Main Floor

STREET FLOOR

Full-Cut, Roomy

Work Shirts

14½ to 17
38c

Heavy blue
chambray with durable
steel buttons.

STREET FLOOR

J.C. PENNEY COMPANY Inc.