

PENNEY'S

INDIANADAYS

INDIANAPOLIS,  
THE CENTER  
FOR SHOPPINGPure Silk  
CREPE

39 Inches Wide

We can't describe  
the shades, the  
quality, the brilli-  
ance of this  
value. Both plain  
and printed crepe  
that you will  
recognize as be-  
longing formerly  
to higher priced  
lines.

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 38cSEERSUCKER  
PRE-SHRUNK  
PANTSAn 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 ..... \$1.98  
High-Grade Straw Hats ..... 79c  
Colorful Wash Ties ..... 10c  
Handkerchiefs, plain white, 6 for 19cTerry Jackets  
For Men—Young MenA smashing suc-  
cess and a tre-  
mendous 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

\$1.69

Downstairs

## 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

Downstairs

Tennis Shoes  
For Men and BoysHere'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 DollarMany models in this group  
designed for aristocrats,  
Linen, mesh and novelties  
in several styles. See these!\$1.00  
DOWNSTAIRSSPECIAL PURCHASE!  
BLACK CALF OXFORDS  
for MenA 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

A cool collection of  
every type of cotton  
dress you'll need. Among  
these you'll find a num-  
ber of special purchase  
frocks that will offer un-  
usual bargains.Blistered Organdies  
Piques  
Linen  
Ginghams  
Eyelets  
Novelties

\$2.93

Second Floor

We cater to fitting larger  
women. Sizes 44-52. Prices  
\$2.93 and \$3.85.COOLISH, COTTONISH, BETTER  
HOME FROCKSAnd 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 high-  
er priced Sally Lea  
and Betty Co-ed  
lines.

77c

Here's your chance to  
get hold of some-  
thing extra special.  
Tomorrow at Pen-  
ney's ... on the  
Main Floor.No  
C. O. D.'sNo  
Lay-a-waysNEW  
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.Linen straws  
Lace straws  
Sheer Waffle  
Weaves  
Panama Togos  
Linen  
Piques

Second Floor.

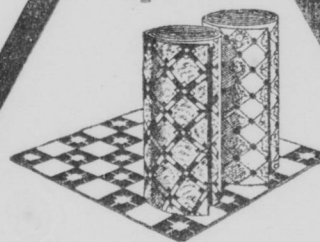
Pure  
Silk Crepe  
SLIPS  
78cGuaranteed first quality—at-  
tractive lace trimmings. Don't  
let this bargain "slip" away.DANCETTES  
Of pure silk. Quite dain-  
ty, alluring lingerie for  
Second Floor.CLOSE OUT!  
81x99 Pepperell  
SHEETS3-Yr. Guarantee  
Pure Finish, First Quality

83c

SECOND FLOOR

18x30  
RAG  
RUG  
10c

Special!

"Rubbertext"  
Felt-Base

Rugs

\$4.44

Also 6x9 Rugs  
\$2.95New floral  
and conven-  
tional designs.  
Colors to blend  
with your home  
furnishings. See  
this floor covering to  
fully appreciate it.BIAS CUT, LACE TRIM  
BROADCLOTH  
SLIPSSee 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

First Quality  
Hosiery

Very Finest Type Hose—

Full-fashioned, a  
new and complete  
assortment of fash-  
ionable shades,  
true lovely silk  
stockings. Service  
or children. Value  
to 80c ... now

59c

Main Floor

## SECOND FLOOR

Children's Anklets,  
Novelty Tops ..... Pr., 8c  
Printed Silk Pongee  
Coolie Coats, 48" long ..... 93c  
Cotton Blouses, sheer and  
Summer; plain, printed ..... 47c  
Jumbo Towels, plain ..... 19c  
Cretone, good value,  
6,000 yards ..... Yd., 10c

## Curtain Net

Dainty fresh looking  
net suitable for every  
room in the house.  
Ecru, white, yellow,  
blue, lavender. Sever-  
al 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., 23c  
"Blue Bonnet" Batiste,  
Yard wide, fast color ..... Yd., 15c  
Turkish Towels ..... 10cWINDOW  
SHADESKeep the house  
cool with fresh,  
new shades.  
3 ft.x6 ft.  
tan and green.

42c

Thrifty Mothers Check  
This Value!

## Boys' Slacks

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

87c

Men's Vat Dyed  
Dress ShirtsGet yours to-  
day. First  
quality broad-  
cloth, vat dyed,  
plain or fancy.  
Sizes to 16. A  
marvelous vari-  
ety.

49c

Main Floor

Full-Cut, Roomy  
Work Shirts14 1/2 to 17  
38cHeavy blue  
chambray  
with durable  
steel buttons.  
STREET  
FLOORWE REPEAT  
LUNCH  
CLOTHS45 x 45. Gay  
plaids, solid  
colored centers  
or white with  
colored plaid  
border. As pop-  
ular as they are  
pretty. Think—

25c

Main Floor

They're Socks For  
A Hit! Socks MenNo errors in buy-  
ing lots of these  
first quality fine  
rayon dress socks  
in jacquard pat-  
terns. All sizes.  
And only

13c Pr.

Main Floor

Majestic  
White  
Shoe  
Cleaner  
Now Only  
19cMen's High-Grade  
UNION  
SUITS  
59cEcru ribbed. Short sleeve,  
ankle length. Well rein-  
forced.Men's Sanforized  
SLACKS  
\$1.98Many attractive de-  
signs and colors. Dressy  
and serviceable! Sizes  
for all men.

J.C. PENNEY COMPANY INC.