

DOWNSTAIRS STORE Savings That Emphasize Our Values!



INDIANA DAYS

A Money-Saving Event That Calls for Action! Join The Crowds!

DOWNSTAIRS
STORE

Novelty FOOTWEAR

The Greatest Value in
Special for "Indiana Days"Every Pair
Worth Much
More!1.44
PUMPS
STRAPS
TIES

• Fine Calfskins
• Patent Leathers
• Quality Suedes

Flattering styles in dress, street and sport models. All leather construction, comfortable and flexible! We were lucky to be able to purchase these fine shoes to sell at such a low price! Get yours Thursday at this special saving. Widths AAA to C.

Open Till
9 Saturday Night

DOWNSTAIRS STORE

A "SCOOP" for "Indiana Days!"

New DRESSES



• Crepes • Wools

• Acetates

2.77
Thrift
Price!

We've made special purchases before, but never anything like this. You won't hardly believe the price tag when you see the SUPERB QUALITY of these dresses. Wide selection of styles!

A Clever Selection
New Fall
FROCKS 1.98

A Sensational Selling!

Lovely BLANKETS

Warm, Part Wool

Ready for chilly nights? Better take advantage of this phenomenal value and buy several of these super quality, part wool blankets at this remarkable low price. Cozy warmth... extra long for a good deep tuck in. Novelty designs and plaids.

• Size 66x80 • Colorful Designs

1.67
"Indiana
Days"Guaranteed "SESSIONS"
Electric CLOCKS

"Indiana Days"

1.98
MIRRORS
Framed, also Vene-
tian chipped
edge
mirrors. Very spe-
cial.

79c

J.C. PENNEY CO. INC.
33 EAST WASHINGTON STREET

Extraordinary Value! Men's
WORK SHOESAcid and
Moisture
Resisting! 1.69

Penney's VALUE FEATURE! Bargain priced! Fine quality Retan uppers! Solid, long-wearing, all-leather soles and heels! A "hard-working" shoe! Real money-saving bargain!

POLICE SHOES

For Walkers,
Policemen,
Mailmen!

2.37

Leather sole. Sizes
6 to 11.Children's
OXFORDS
STRAPS

1.49

All leather.
Sizes 8 1/2
to 2.

Men's Dress OXFORDS

All-Leather
Construction!

1.98



Realize the importance of correct fit . . . let your feet be the judge. Men come back to us again and again saying: "Give me another pair just like the ones I'm wearing."

Sizes 6 to 11

Little Tots' First-Step
SHOES

49c

Elk, patent, d u l l
leather. Sizes 1 to 5.Women's D'Orsay Comfy
Slippers

49c

Padded sole, Cuban
heel. Red, blue and
black.

OXFORDS

1.49



Light as a feather on the feet. 100% all leather construction. Sizes 4 to 8.

PENNEY'S—Downstairs Store

DOWNSTAIRS STORE

Smart "Betty Coed"

HOUSE
DRESSES

Priced for This Occasion!

Guaranteed Color Fast!

77c



PENNEY'S—Downstairs Store

Let Your Hopes Soar!

Expect the Very BEST!

We aren't afraid of your demands,
for we've the greatest values inFur-Trimmed
COATS

Specially Purchased for "Indiana Days"

• TREE BARK FABRICS!

• NEW NOBBY WEAVES!

You'll see styles that make others seem dreary by comparison. Beautifully tailored! Newest fall colors! Luxurious furs! You don't have to part with the \$11 at once. A down payment will hold your coat in the lay-a-way!

\$11

PENNEY'S—Downstairs Store

Sizes
for
Women
and
Misses!



STORE
OPEN
Till
9:00
o'Clock
Saturday
Night!

NEW
SMART
STYLES

PENNEY'S—Downstairs Store