

DOWNSTAIRS STORE Savings That Emphasize Our Values!



INDIANA DAYS

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

DOWNSTAIRS STORE

The Greatest Value in Novelty FOOTWEAR Special for "Indiana Days"



Every Pair Worth Much More! 1.44

- 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



Extraordinary Value! Men's WORK SHOES Acid 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 12.

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

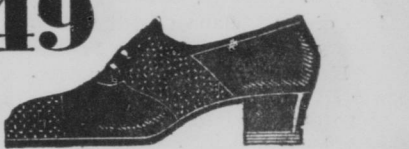
Little Tots' First-Step SHOES 49c

Elk, patent, dull leather. Sizes 1 to 5.

Women's D'Orsay Comfy Slippers 49c

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

Women's Black Kid Arch Support OXFORDS 1.49



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

DOWNSTAIRS STORE

A "SCOOP" for "Indiana Days!" New DRESSES



- Crepes
- Wools
- Acetates

2.77

Thrill 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

PENNEY'S—Downstairs Store

Sturdy SHOES for Boys 1.98

All leather dress oxfords that are built to keep their good shape and stand up under the hardest wear. Sizes 2 1/2 to 6. A SENSATIONAL VALUE!



Boys' School SHOES

Sizes 12 1/2 to 5

Tennis SHOES 49c

For Boys and Men. All Sizes.

PENNEY'S—Downstairs Store

DOWNSTAIRS STORE

Smart "Betty Coed"

HOUSE DRESSES

Priced for This Occassion!

Guaranteed Color Fast!

77c

A host of clever styles made with novel sleeves, new necklines. Prints, florals in fine quality materials. Another dress if it fades. A Real for Sure "Indiana Days" Value!

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 in

Fur-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!

Sizes for Women and Misses!



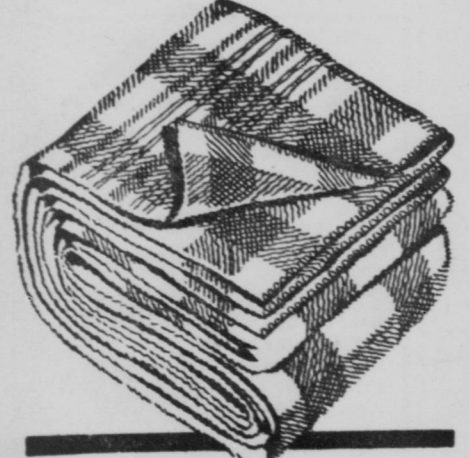
PENNEY'S—Downstairs Store



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

NEW SMART STYLES

PENNEY'S—Downstairs Store



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"

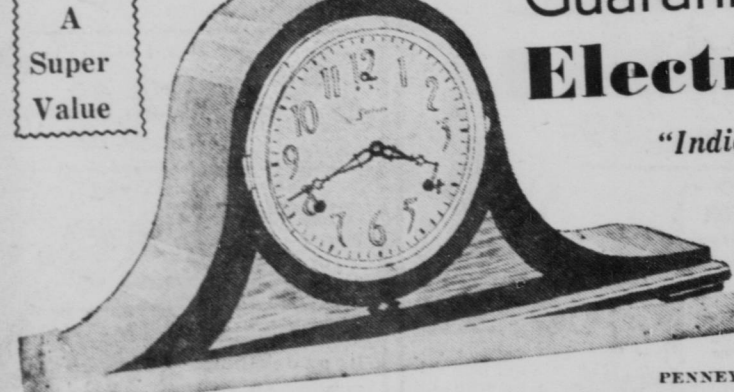
Don't miss this! Mantel clocks in mahogany or black with gold finish. Guaranteed.

1.98

MIRRORS Framed, also Venetian chipped edge mirrors. Very special.

79c

Glass Table Lamps With Shade 89c



PENNEY'S—Downstairs Store

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