

to Bring You the Most Unusual Values...Special Purchases...Special Markdowns!

10 DAYS BARGAINS

Everyone May Profit by the Savings in This Event!

Just 187 Men's
Better Quality
Plain Color

SHIRTS

TO BE SOLD AT

- Expertly Tailored!
- Fast Colors!
- Worth Much More!

63c

This unusual group of shirts is marked down for "Limit Days" only! Well made, fine quality, full cut! Broken sizes from 14 to 17! Blue, tan and grey!

PENNEY'S—Street Floor

480 Pairs of Men's Fancy
DRESS SOCKS

SPECIAL!
Fine quality rayon
plated over mer-
cerized! Sizes 10 to
12.

12 1/2c

PENNEY'S—Street Floor

Only 600 Men's White
Handkerchiefs

3c

Full sized
kerchiefs of
fine white
cotton, nicely
hem-
stitched!

PENNEY'S—
Street Floor

144 Men's Work
SWEATERS

Black or brown,
fleece lined! Sizes
36 to 46!

69c

120 Men's Dress
SWEATERS

Slipover style, "V"
neck! All wanted
colors!

1.44

PENNEY'S—Street Floor

Men's Heavy
WORK PANTS

Genuine whip-
cord, sanforized
shrink! Sizes 30
to 42!

1.33

Men's Sanforized
WORK SHIRTS

Blue chambray or
blue or brown
cover! 14 1/2 to
17!

55c

PENNEY'S—Street Floor

Winter
UNION
SUITS

69c

Medium heavy
weight, ecru col-
or! Long or short
sleeves, ankle
length! Sizes 36
to 46!

PENNEY'S—
Street Floor

2 JIGGERS FOG
DRIVER'S BRAIN,
I. U. PROF SAYS

Make Driver Unfit to Hold
Wheel, Harger Tells
Safety Group.

KANSAS CITY, Mo., Oct. 12
(U. P.)—Two jiggers of whisky
make a person unfit to drive an
automobile, Dr. Rollo N. Harger,
Indiana University professor, told
the National Safety Congress to-
day.

Dr. Harger made tests with a new
type "chemical breathalyzer" to
decide the much disputed question
of when a driver is drunk.

Three ounces of whisky, or a lit-
tle less than two jiggers, was
enough to fog the brain and make
a driver unsafe, he said.

"Most individuals will show
definite symptoms of intoxication
when alcohol in the blood has
reached about one and one-half
parts a thousand, which corresponds
to the alcohol equivalent of about
six ounces of whisky circulating in
the body."

"However, lower concentrations
of body alcohol, even down to one-
half this figure, are sufficient to
render most people unsafe drivers,
since this amount greatly increases
reaction time, or time required for
muscle to obey the brain."

Auto Accidents Main Concern

The breathalyzer was devised in
Indiana University laboratories. It
was invented on the theory that the
policeman's nose for booze is fre-
quently unfair, Dr. Harger said. The
suspected driver's breath is blown,
or sucked by a pump if he refuses to
blow, into a container with a
sensitive chemical reagent. The
fluid pales from a healthy pink at
the slightest suggestion of alcohol.

Automobiles killed 40,000 of the
100,000 Americans who died vilen-
tly last year, and the Safety
Council's discussions were mainly
concerned with that menace.

In defense of automobile drivers,
Harry A. Harrison, State Traffic
Engineer for Illinois, said:

"Considering that there is only
one personal injury accident for
every 250,000 miles driven, it is ob-
vious that most drivers operate at
safe speeds most of the time."

Speed Still Problem

He said that most accidents could
be avoided if the vehicles had been
operating at sufficiently low speeds,
so the problem of speed was still the
chief factor in averting wrecks.

W. A. Gabrielson, Chief of Police
in Honolulu, where suspected drunk-
en drivers are tested by questioning
and by their muscular reactions, un-
derstood to answer the question as
to why drivers drink.

"Many drivers do not wish to be-
come intoxicated," he said, "but be-
ing weak, they indulge in too many
drinks and, when they start to drive
home, the reaction of fresh air puts
them out."

LEGION POST TO PAY
MEMORIAL TRIBUTE

H. L. Chailaux, national Ameri-
canization officer of the American
Legion, will speak at memorial ser-
vices for the World War dead at 8
p. m. Thursday in St. John Evan-
gelical Church.

Francis Hurst, church Brother-
hood president, will introduce L. E.
Campbell, commander of the Big
Four Railway Post, which is spon-
soring the services. A. F. Meurer,
12th District commander, also is to
speak.

There is to be a pageant by the
"40 at 8," drill by the 12th District
color guard and music by the Boy
Scout band.

WHEN GO SIGNS STOP,
SEE TRAFFIC BUREAU

John McNellis, fire alarm system
superintendent, today asked that all
reports of defective traffic signals
be sent to the Traffic Department.

He said that if these notices were
received directly by the Alarm
Division, it would seriously impair
its work in handling fire calls. The
Traffic Department will notify its
division of the reports and repairs
will be made immediately, he said.

TEETH
ON
CREDIT

If you need
plates, come
to Dr. Dix's
office. Only
a small down
payment
necessary—
pay the balance in small
weekly sums.

Dr. Dix Services

Plates, crowns, inlays,
cleaning, bridge work,
extractions, fillings, X-rays,
treatments for pyorrhea,
plate repairs.

DR. DIX
DENTISTS

TELEPHONE—LI—9216
10 N. Pennsylvania

CORNER WASHINGTON
OVERLOOKS DRUG STORE
HOURS 8:30 A. M. TO 7:30 P. M.

REDUCED!

First Quality
PURE SILK

HOSIERY

Only
396 Pairs
at This
Price

21c

Beautiful silk hose that usually sell
for a much higher price! Ankle
fashioned, form fitting, seamed
back! Odds and ends from our
regular stock! Mostly sizes 8 1/2
and 10 1/2! Hurry!

PENNEY'S—Street Floor

61 Pongee GOWNS

Genuine 12 momme
pongee, contrasting
trim! Counter sold!

56c

• Dernier Taffeta SLIPS—
Lustrous rayon, beautifully
embroidered!
Only 180

57c

• Women's FALL PURSES—
Simulated suede leather!
Pouch or envelope
styles

37c

• Pure Silk DANCETTES—
Tealose or white! Some slight-
ly soiled; 32
to 36

66c

• Women's Rayon PANTIES—
Brief or regular styles!
Lace trimmed! All sizes

16c

PENNEY'S—Street Floor

Balbriggan PAJAMAS

Just 72 pairs! 2-Piece
style with contrasting
trim! Fall weight.

68c

Women's HANDKERCHIEFS
Dainty printed patterns!
Only 600 at this price. Ea.

3c

Women's Wool SCARFS—
Every one a new fall color and
pattern!
Fringed ends

25c

Beautiful Silk SLIPS—
Pure silk crepe with george-
ous lace trim!
Only 336

77c

Tuckstitch UNION SUITS—
Rayon and cotton, tealose
color! Close
fitting

39c

PENNEY'S—Street Floor

Again—A Record Breaking Selling!
Smartest Winter Weight

Sports COATS

- Soft Fleeces!
- Novelty Fabrics!

The Best Collection Ever
Featured at This
Unbelievably LOW PRICE!

844

Every fashionable woman knows she can't do without one of these smart sports coats in her wardrobe. Stunning styles—swagger and belted swing models! See the intricate shoulder treatments and outstanding colors! Don't delay—select your winter coat now at Penney's at this special price! Sizes 12 to 20!

GREYS! RUSTS! BLUES!
GREENS! BLACK!

Fur-Trimmed Sports
and Dress COATS

Fleece and nub
fabrics, big, fluffy
fur collars! Sizes
12 to 20 and 38 to
44!

16.50

Women's All-Wool
SWEATERS

Beautiful selection
of colors and
color combina-
tions! Novelty
styles! Sizes 34 to
40!

74c

PENNEY'S—Second Floor

A SPECIAL
PURCHASE!

600 Gorgeous
WASH
FROCKS

TO BE PLACED ON SALE
DURING THIS EVENT!

50c

There's a style for every figure—in this
large group of specially priced dresses!
You'll like the swing skirts, the princess
silhouettes, the belted styles! Guaranteed
fast colors! Sizes 14 to 44!

Acetate Canton Crepe
STREET DRESSES—
Beautiful prints—look like
twice this price! Sizes from \$2
14 to 44

\$2

Special! Women's
RAYON UNDIES—
Small, medium and
large sizes! Several
styles

15c

Women's Fine Quality
BROADCLOTH SLIPS—
Flesh and white! Full
length, double stitched

25c

PENNEY'S—Downstairs Store

Special Purchase and Selling

800 Grand New Street
and Lovely Afternoon

DRESSES

"A SMASH HIT"

2.88

Sizes
12 to
52!

A lucky purchase from a
famous manufacturer en-
ables us to sell these better
dresses at this special low
price!

Styles that are really exciting!
The new silhouette is gracefully
interpreted, the fabrics are
lovely and flattering and the
colors are perfect! Sizes 12
through 52!

New Fall Winter
DRESSES

Cleverly styled! A
complete range of
regular sizes, half
sizes, and larger
sizes!

4.98

PENNEY'S—Second Floor

NEW LOW PRICES!

On Sturdy Overalls Effective Tomorrow

Men's Genuine "OX-HIDE"
OVERALLS AND
JACKETS

• A Dramatic Reduction Now!

69c

Heavy 2.20 denim garments made with all
seams double stitched! Bar tacked at all
points of strain! 2 bib, 2 front and 2 back
pockets! Roomy made to our own speci-
fications!

Genuine Super
"BIG MAC"
OVERALLS

• And Jackets

Made of rugged 8-oz.
denim! Triple stitched
and bar tacked at
points of strain! Plenty
full cut to insure long-
er wear! New low price.

Genuine Super
"PAY DAY"
OVERALLS

• And Jackets

A superior garment, at
a new low price! Extra
heavy denim, bar tacked
and triple stitched.
They're plenty tough—
union made, too!

98c
1.29



PENNEY'S—Street Floor

Penney's Carry
Only First
Quality
Merchandise!

Hurry for These!
Specials!

Specular
Purchase!

AND ACETATES

• Novelty Rough Crepes
and Printed "Conoco"
Prints—Special During
This Event—

37c

Yard

Novelty weaves in the front rank
of fashion fabrics for fall—imagine
finding them at this low price! Plain
colors—all new, lovely shades and
novelty patterns!

INS Crepes, flannels,
ment! Yard—

EL Short lengths of
patterns! Yard—

1.29

11c

Second Floor

PENNEY CO. INDIANAPOLIS INDIANA