

Penney's Great Event Is Here Again!

Use Our
LAY-A-WAY
PLAN!
Save the
Difference!
No Charge!

The Most Sensational Semi-Annual Event in Indiana! We've Planned for This Event Months in Advance—Special Purchases—Special Mark-Downs—Factory Close-Outs, and After We'd Rounded Up All the Best Bargains Available We Even Persuaded Our Buyers to SLASH PRICES MORE THAN THEY EVER HAD BEFORE! The greatest Selection of New Fall and Winter Merchandise We've Ever Been Able to Offer! Savings in Wearing Apparel for Men, Women and Children. Savings in Home Needs That Are So Great You'll Have to Hurry to Share in Them! Don't Let Anything Keep You Away From "Indiana Days"—the Chance of a Lifetime to Shop and Save! ALL FIRST QUALITY MERCHANDISE!



Another Feature Purchase of
a Well Known Quality
(WE CANNOT TELL THE NAME)

FALL GLOVES

Made to Sell for Much More!

Novelty bengalines or
suede fabrics in black or
brown! Sizes 6
to 8½!
PENNEY'S—Street Floor

66¢



INDIANA DAYS

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

★ VALUES

"Gaymode" Ringless Hose—
Full fashioned 4-thread chiffon in newest fall colors. Sizes 8½ to 10½. 59¢

Crepewrist Chiffon Hose—
"Gaymode", brand—ringless 2 or 3 thread; also semi-service weight! 1st quality 79¢

Rayon Bengaline Gloves—
Plain tailored or novelty styles, short or medium cuffs. Black or brown 49¢

Novelty Cape Gloves—
Leather or popular fabric gloves. Some with contrasting color trims. Many colors. \$1

Imported Kid Gloves—
Also domestic suede leather, novelty styles and trims. Black brown, wine. 1.98

Women's Fall Handbags—
Simulated calf or suede. Strap or handle styles. Black, navy, brown, wine. 50¢

Genuine Leather Purses—
Calf, suede or novelty grain buffalo leathers. Nicely fitted and lined! Special 1.98

Guaranteed Seam Slips—
Genuine "Cynthia" quality. Non-rip seams. Lace trimmed or tailored. Tealose, navy, black. \$1

Lovely "Rumson" Slips—
Genuine "Crown tested rayon satin." Tailored style! 4-gore or straight cut. 1.49

Tailored Rayon Undies—
Panties, vests, stepins, bloomers. Tealose shade. New better quality. Each 25¢

Silvermoon' Rayon Undies—
Panties, vests, stepins, bloomers. Embroidered or lace trimmed styles. Sizes 34 to 42. Ea. 49¢

Women's Rain Capes—
New lightweight "SHEERINE" transparent rubber with a satin like finish. Attached hood. \$1
PENNEY'S—Street Floor

SPECIAL PURCHASE!
Beautiful New
RAYON SATIN
SLIPS

77¢

• TO BE
PLACED
ON SALE
TOMORROW
AT 9:30!

Sleek satin slips in the newest styles for fall...
Lovely tealose shade. Four-gore or straight cut
styles! "V" front and back! Expertly tailored for
perfect fit! Sizes 32 to 44!

PENNEY'S—Street Floor

So that more
may save—
Quantities
are limited
on some
features!



Women's First Quality
Full-Fashioned

RINGLESS HOSIERY

43¢

• Pure Thread
Silk
Ring Free
Sheer
Chiffons!

• Only 720 Pairs to Go at This Price!

Soft, radiant colors in your new fall stockings!
So flattering to your legs and so flattering to
your new fall clothes! Well reinforced, sturdy
8½ to 10½! Sizes

PENNEY'S—Street Floor

A FEW OF THE TYPICAL VALUES ARE PRINTED HERE!

Group of New Fall NOVELTY HANDBAGS

1.00

Simulated calf bags of latest fall design. Strap or handle styles. Pouch or envelope! Easily worth much more! All colors!

PENNEY'S—Street Floor

600 Men's Higher Priced DRESS SHIRTS

77¢

Genuine woven shirtings or printed broadcloths. Expertly tailored... every shirt worth a much higher price! Sizes 14 to 17.

PENNEY'S—Street Floor

Special Purchase! Women's FALL DRESSES

2.55

Romaine crepes, alpacas, spun rayons, wool fabrics... large assortment made by a famous maker. Sizes 12 to 52!

PENNEY'S—Second Floor

80-Square Percale DRESS PRINTS

10c YARD

Smart fall prints in the loveliest designs... florals, stripes, checks, plaids—in a raft of colors. All guaranteed fast colors! Full bolts.

PENNEY'S—Second Floor

Large Size Cotton SHEET BLANKETS

59c EACH

Good size 70x80 inches. Of fluffy cotton in clear, pastel plaids. Stitched edges. A real value at this low price!

PENNEY'S—Downstairs Store

Women's 16-Rib OIL SILK UMBRELLAS

88c

First quality umbrellas in oil silk or genuine Gloria cloth. Novelty handles, assorted patterns. Black, navy, green, brown!

PENNEY'S—Street Floor

Men's Fine Quality UNION SUITS

55c

Closely knit union suits with taped seams. Short or long sleeves; ankle length. Ideal medium weight, ecru shade. Sizes 36 to 46!

PENNEY'S—Street Floor

Women's Smart New Sports COATS

6.88

Values that challenge all comparison. Monotones, tweeds, nub finishes in all the newest styles. Many colors! 12 to 44!

PENNEY'S—Second Floor

Better Rayon Acetate and SILK CREPES

24c YARD

Short lengths of higher-priced fabrics... one to 10-yard pieces. All perfect quality... beautiful fall colors—solids and prints!

PENNEY'S—Second Floor

Special Purchase! Pure SILK HOSIERY

25c PAIR

First quality, ankle fashioned silk hose in the newest Fall shades. Lisse reinforced toes and heels. Sizes 8½ to 10½!

PENNEY'S—Downstairs Store

Men's Heavy Whipcord WORK PANTS

1.00

Heavy quality fall weight, grey color. Every seam reinforced for hard service, expertly made. Sizes 30 to 42!

PENNEY'S—Street Floor

Men's All-Wool Zipper JACKETS

2.98

Only 60 at this special price. Heavy weight, well made... full tail fastener. Adjustable side straps. Sizes 36 to 46!

PENNEY'S—Street Floor

Special Selling of Girls' COATS

4.44

Fall and winter coats... copies of much more expensive models! Many are fur trimmed! Rich woolens, popular colors! Sizes 7 to 14!

PENNEY'S—Second Floor

Children's All-Leather Fall FOOTWEAR

\$1

Smart straps and oxfords in black, brown or patent. Durable, comfortable and made to last. Sizes 8½ to 21! SPECIAL!

PENNEY'S—Downstairs Store

Women's Lustrous Rayon TAFFETA SLIPS

29c

Worth much more than this bargain price. Smooth flowing bias cut style, prettily trimmed or strictly tailored. Sizes 34 to 44!

PENNEY'S—Downstairs Store

New Low Price on "OXHIDE" OVERALLS

59c

Sturdily built of 220 ounce blue denim, triple stitched, bar tacked at points of strain! Parva buckles. Sizes 34 to 46!

PENNEY'S—Street Floor

Special Purchase! Men's WORK SHIRTS

39c

Made to sell for 49c. Sturdy grey cover or blue chambray, cut full, two large pockets, triple stitched seams. Sizes 14½ to 17.

PENNEY'S—Street Floor

Famous "Nation Wide" 81x99 "SHEETS"

74c Each

Every sheet has a four-year household guarantee! Smooth, firm texture! Fully bleached, snowy white! Stock up now!

PENNEY'S—Second Floor

Women's Smart Novelty FALL FOOTWEAR

1.98

Graceful styles in fine suedes or calfskin leathers! Newest trimming notes! Black or brown! Sizes 4½ to 9. A, B and C widths!

PENNEY'S—Downstairs Store

Box of 500 Fine CLEANSING TISSUES

16c BOX

Fine quality, white facial tissues. Soft, absorbent. Sanitary packed in handy pullout box. A limited quantity at this price!

PENNEY'S—Street Floor

Infants' Flannelette and "BIRDSEYE" DIAPERS

6 for 38c

Standard size 27x27 inches. Quick drying, hemmed, very absorbent. Launder easily. Buy a supply now and save!

PENNEY'S—Second Floor

2½ Yard Long LACE PANELS

58c EACH

Full 45 inches wide. Season's popular shades, ecru and natural. Well made, nicely finished, ready to hang. A real bargain!

PENNEY'S—Second Floor

Special Purchase of Better Oilcloth

18c YARD

46 inches wide. Wide selection of popular solid colors. A grand quality. Cheer up your kitchen with new oilcloth!

PENNEY'S—Downstairs Store

Special Purchase! Boys' SCHOOL SHIRTS

49c

Carefully tailored of sturdy fabrics in smart, novelty fall patterns. Wide selection of colors. Sizes 6 to 14½!

PENNEY'S—Downstairs Store

33 EAST
WASH. ST.

J. C. PENNEY CO. INDIANAPOLIS, INDIANA