

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!
66c
PENNEY'S—Street Floor




INDIANA DAYS

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

★ VALUES

"Gaymode" Ringless Hose—
Full fashioned 4-thread chif-
fon in newest fall
colors. Sizes 8½ to
10½. **59c**

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

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

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. **50c**

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, or
bloomers. Tealose
shade. New better
quality. Each **25c**

'Silvermoon' Rayon Undies—
Panties, vests, stepins, bloom-
ers. Embroidered or lace
trimmed styles.
Sizes 34 to
42. **49c**

Women's Rain Capes—
New lightweight "SHEERINE"
—transparent rubber
with a satin like fin-
ish. Attached hood. **\$1**

SPECIAL PURCHASE!
Beautiful New
**RAYON SATIN
SLIPS**

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

77c

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!

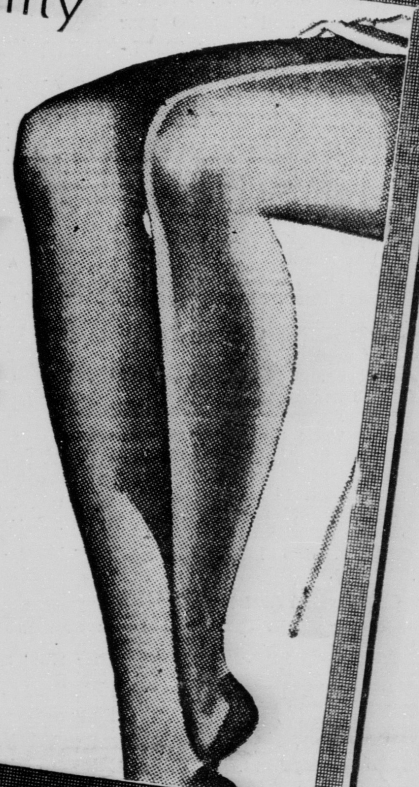
Women's First Quality
Full-Fashioned
**RINGLESS
HOSIERY**

• Pure Thread
Silk
Ring Free
Sheer
Chiffons!

43c

• 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
... perfect for daytime and "dress-up." Sizes
8½ to 10½!

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
77c

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

Romane crepes, alpacas, spun
rayons, wool fabrics... large as-
sortment 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 de-
signs... florals, stripes, checks,
plaids—in a raft of colors. All guar-
anteed 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 han-
dles, 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 med-
ium 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. Lisle
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 talon
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, comfort-
able and made to last. Sizes 8½ to
2! SPECIAL!

PENNEY'S—Downstairs Store

Women's Lustrous Rayon
TAFFETA SLIPS
29c

Worth much more than this bar-
gain price. Smooth fitting, 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 house-
hold guarantee! Smooth, firm tex-
ture! 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
calf leathers! Newest trimming
notes! Black or brown! Sizes 4½
to 9. A, B and C widths!

PENNEY'S—Downstairs Store

500 Women's Better
Rayon Street DRESSES
1.33

Crepes, novelties in solid colors and
prints. Dresses to take you clear
through the day and well up into the
evening! 12 to 20!

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,
launders easily. Buy a supply now
and save!

PENNEY'S—Second Floor

2½ Yard Long
LACE PANELS
58c EACH

Full 45 inches wide. Season's pop-
ular 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 qual-
ity. Cheer up your kitchen with new
oilcloth!

PENNEY'S—Downstairs Store

Special Purchase! Boys'
SCHOOL SHIRTS
49c

Carefully tailored of sturdy fab-
rics in smart, novelty fall pat-
terns. Wide selection of colors.
Sizes 6 to 14½!

PENNEY'S—Downstairs Store

33 EAST WASH. ST. **J. C. PENNEY CO.** INDIANAPOLIS INDIANA