

NO C.O.D.'S OPEN SATURDAY NIGHTS UNTIL 9 O'CLOCK NO REFUNDS

WE ARE STILL DOING BUSINESS IN OUR OLD LOCATION.

WINTER
\$100 French
Coney
Fur COATS
\$49.75

Substantial, well made, stylish coat, reduced to less than cost price for quick clearance.

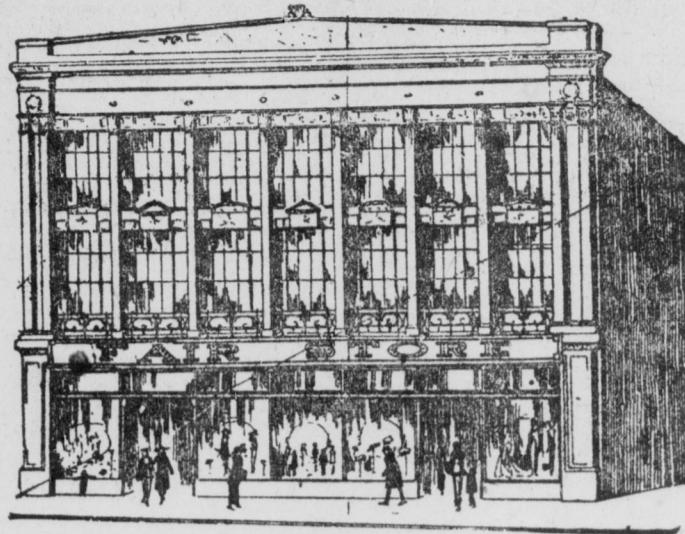
WINTER
Fur Collar
Coats
Formerly priced \$20
and \$25—
\$10.00

This special lot of winter coats are offered Saturday at about half their real value.

WINTER
Saturday Cleanup of
Winter Coats
and Dresses
Values up to \$12.50

\$5.00

Odds and ends of coats and dresses that actually sold up to \$12.50. Real bargains for Saturday only.



OUR NEW HOME AFTER JUNE 1st.

Spring's Smartest
MILLINERY



Straw,
Satin, Crepe
and Batavia
Cloth

Remarkable offer of entirely new and smart spring hats; copies of imported models; trimmed in the latest fashions; shapes to suit every face. A special group for Saturday at—

\$2.98 \$3.50 \$4.98

Sample Spring COATS

\$18.00 and \$20.00 Values

Jaunty short sport models and long lengths. So refreshingly different and so altogether charming are these coats that most women will find them irresistible; sizes 14 to 44—
\$10.00

New Spring Polo Coats
and Full Length Coats
Another shipment received for Saturday. Coats for immediate wear, as well as spring and summer. Made with attractive collars, large pockets, fancy cuffs and some with belts.
\$25.00 Values
\$15.00

New Spring Coats
Utility coats for practical wear. Most wonderful values of the season. Shawl or notched collars; materials include goldtones, broadcloths, velours, etc; sizes 16 to 46.
\$45.00 Values
\$25.00

\$7.50 LADIES' AND
MISSES' SKIRTS,
plaids, serges and fancy
mixtures; belt and button
trimmings; special
saturday.....
\$5.00

\$3.00 LADIES' AND
MISSES' SKIRTS,
plain and fancy
models. Special
saturday.....
\$1.98

\$15.00 LADIES' AND
MISSES' SKIRTS, plain
and trimmed models;
large pockets and belts;
beautiful models.....
\$10.00

Men! The Greatest Saturday of All in This Big
Clothing Sale!

Suits! Suits! Suits!
Ideal Weight for Spring



In fact, many men wear these suits the year 'round! Young men's suits—business men's suits—conservative suits—snappy suits—suits in all the good styles and patterns! Suits that we are determined not to "carry over" and so sell them with little thought of profit.

Men's \$27.50 Suits Men's \$35.00 Suits
\$17.50 \$24.85

Men's \$30.00 Suits Men's \$40.00 Suits
\$19.75 \$29.95

Men! Spring Hats, Enter on the Scene

Hats for Mr. Good Dresser; new styles, new colors and new blocks; correct to the last detail. The Fair Store is the Indianapolis center for the best American and foreign hats. Priced specially for Saturday—

\$2.50 to \$7.50



Stylish Spring
Frocks

Worth up to \$20

Hundreds of fashionable street and afternoon dresses just acquired in a most extraordinary purchase and sale. Dresses of such exceptional style and desirability you would expect to pay at least \$20.00 for them. Special Saturday—

\$10.00

New Spring
Dresses

Values up to \$25

Models featuring authentic new fashion features and many beautiful new shades. They are charming frocks; sizes for women and misses—

\$15.00

Women's Up to \$35 Spring Dresses

\$25.00

Price-Breaking Footwear
Sale Saturday

These shoe prices invite comparison. Scan the news pages carefully today and you'll come here Saturday to make the most of these features. The usual standard of quality stands back of these offerings.



\$6.50 WOMEN'S HIGH OR
LOW SHOES; high grade
shoes made of good quality
leather; in the season's
newest lasts; your choice
of brown or black; all
sizes; Saturday.....
\$4.95

\$6.00 LADIES' BOOTS;
black kid or gunmetal;
some brown kid; welt colt
tops; military heels; all
sizes; special Saturday.....
\$3.95

\$2.50 LADIES' ONE-STRAP
KID SLIPPERS. With
Easter just a few weeks
away no woman or miss
can afford to miss this sale;
every newest spring style
in the lot; all sizes; specially
priced for quick clearance,
Saturday.....
\$1.65

\$4.00 MISSES' TAN CALF
OR PATENT COLT SKIN
SHOES. Any mother who
has been looking around
town at the prices shoes
sell for will realize what an
exceptional opportunity this
is. Sizes 11 1/2 to 2.....
\$2.48



\$3.00 CHILDREN'S SHOES
—Patent colt skin with
cloth tops; every pair is
well made; on the newest
style lasts. Special clean
up Saturday at about half
their real value; sizes 8 1/2
to 11. Special Saturday.....
\$1.98

\$4.00 BOYS' AND YOUTH'S
OUTING SHOES; black or
brown leathers; one of the
biggest opportunities of the
season to save on boys'
shoes. Just when they are
wanted for spring wear;
all are first-class shoes and
specially reduced. Saturday,
special.....
\$2.89

\$5.00 BOYS' GUNMETAL
SHOES, ENGLISH OR
BLUCHER STYLE. They
equal in style and quality
to others selling considerably
higher. This sale will
prove most welcome to parents
planning to fit the
youngsters out for spring;
sizes 1 to 5 1/2. Special
Saturday.....
\$3.95

\$3.00 BOYS' SCHOOL
SHOES; box calf, blucher
lasts, sizes 10 to 5 1/2. We
are featuring all day Saturday
a group of boys' shoes
that we guarantee are the
best in the city at this low
price; about 100 pairs in
the lot will be closed out
Saturday.....
\$1.98

\$6.50 MEN'S SHOES; English or broad toe
lasts. Why discuss values? Any man knows
that shoes like these for \$4.95 are almost being
given away. Special Saturday.....
\$4.95

\$5.00 MEN'S WORK SHOES; brown or black;
blucher or outing styles; all solid leather. You
can appreciate these values until you see them
for yourself. Good, strong, serviceable
shoes, special Saturday.....
\$3.45

Removal Sale of Children's Dresses

CHILDREN'S DRESSES—Neatly
made in good quality voiles, prettily
trimmed with organdie sashes, in all
the wanted new spring shades, light
blue, pink, maize, rose, etc. Size
range from 2 to 6 years, special Saturday.....
\$3.48

DRESSES FOR THE TINY FOLKS—
Cunning styles for little chaps. When
you see these pretty little dresses Saturday
you will want to buy two or
three at the price; ribbon lace and
embroidery trimmed. Special.....
\$1.00

A WONDERFUL ASSORTMENT OF
DRESSES FOR THE KIDDIES—Collars
and pockets neatly trimmed in
pink and blue, some with pretty
sashes. Sizes from 2 to 6, specially
priced for Saturday.....
\$1.98

DAINTY LITTLE DRESSES FOR
SMALL TOTS—Dainty little dresses
that make an appeal. Because of their
crisp newness and becoming styles
they give excellent service, yet the
prices are reasonable; prettily made
in voiles of all the new shades. Sizes
2 to 6 years. Special.....
\$2.98

GIRLS' WHITE DRESSES—All
fresh new dresses shown for the
first time Saturday; a number of
attractive, serviceable styles, made
of fine quality organdie, embroidery
and lace trimmed, girlish and
becoming models; Sizes 8 to 14 years.....
\$3.48



Sale of Women's
BLOUSES

The woman
whose tailored
suit forms her
daily costume
appreciates the
variety which a number of fresh, pretty blouses
give her. The many attractive styles and unusual
values offered in this selling makes such a
refreshing variety possible. Short and long
sleeves, beaded and wool embroidered
Georgette; all colors; special.....
\$5.00



Women's Spring SUITS

\$75.00 Values

\$49.98

There are the
fancy backs;
tucked and narrow
pleats; braided and
embroidered models;
narrow shoe
string belts;
others have plain tailored
straight lines; small
notch collars, fitted sleeves, narrow
shoulders; plain and fancy pockets; beautiful
skirts gathered at the back, loose belts; neat
small pockets and deep hems; sizes 16 to 44.

Easter SUIT Sale
Tricotines, Goldtone, Silvertone

\$50.00 Values

\$35.00

We are enthusiastic
about the wonderful
values of these
suits, and we
have a right to
be. And if you
imagine that in
order to get a stylish,
worth while suit for
Easter that you must pay a high price we urge
you to attend this sale tomorrow

Women's \$30.00 Spring SUITS
\$19.75

Snappy tailored models of fine grade all-wool
serges and poplins. The coats are particularly
smart with belts, tucks, braid, button and
embroidery and splendidly lined. Remarkable
values at.....



Boys' New Spring Two-Pants Suits
\$18.50 and \$22.50 Values
\$14.85

ALL-WOOL BLUE SERGES, FANCY
CASHMERE, HOMESPUNS, PLAIN
FLANNELS AND WORSTEDS. New
shades of tan, brown and green mixtures. Your boy can't help
but look well dressed in these clothes, their tailoring so praiseworthy, their
materials so staunch; in sizes 8 to 18.

Blue Serge All-Wool Suits
Special for Saturday Only
\$16.50 Values at
\$10.95

300 boys' all-wool blue serge suits,
tailored throughout, made in the
very newest models; pants all
fully cut and lined. Size 7 to 18.

Boys' \$10.50 Suits
in blue twill and fancy
mixtures, lined pants, size
7 to 16, Saturday only.....
\$6.95

BOYS' PANTS, up to size 10.
Saturday only.....
89c

\$2.00 BOYS' PANTS, large
assortment of new and
desirable patterns and materials.
Size 7 to 16, at.....
\$1.25

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....
\$2.25 value.....
\$3.00 value.....
.95c
\$1.45
\$1.95

\$2.00 BOYS' PANTS, fancy
mixtures and worsteds; size 8 to 17.
Size 7 to 16, at.....
89c

CHILDREN'S HATS AND
CAPS; new spring styles;
\$1.50 value.....