

Please be advised that—  
BLUE BIRD ELECTRIC WASHERS  
HOOVER ELECTRIC SWEEPERS  
are on sale here.  
—Fifth Floor.

THE W. H. BLOCK CO.  
Indiana's Largest Assortment of HART SCHAFFNER & MARX Clothes for Men

# Sale of Women's PUMPS and OXFORDS

Featuring three group prices that represent  
savings that are remarkable

**\$5.95**

PLAIN PUMPS

—Patent kid —Mat kid  
—Black calf —High covered French heels

**\$9.75**

TWO-EYELET TIES

—Black calf —Brown kid —High covered French heels  
—Black kid —Brown calf —Baby French heels

**\$7.95**

TWO-EYELET TIES

—Patent kid —Glazed kid  
—High covered French heels

A chance to secure footwear of such quality at such greatly reduced prices as quoted herewith is a remarkable event—coming right at the outset of the season—it is almost an undreamed of thing.

Footwear taken from our regular stocks—and women of Indianapolis know what that means—quality through and through.

Each pair is perfect in workmanship and correct in style—ideally fitted for immediate and summer wear.

We expect a record selling response tomorrow, for women who know excellent values will not let an opportunity like this slip by without affecting a tremendous saving—and a tremendous saving can surely be made if footwear is bought here tomorrow.

*Pumps and Oxfords, Sale Prices, \$9.75, \$7.95 and \$5.95*

—Third Floor.

THE BASEMENT STORE

## A Sale Extraordinary—

# Spring COATS for Women and Misses

New, smart and stylish—every one of them purchased only a short time ago from one of the best known Eastern makers—purchased especially for this event to further demonstrate the value—giving of our Basement Store.

Sale Price

**\$25**

We expect an unheard of response tomorrow, and why shouldn't we, when there are included in the sale, coats of such materials as—

Snowflake Burella  
Velour  
Mixtures  
Tweeds  
Covert Cloth

Diagonal  
Silverstone  
Goldstone  
Polo Cloth  
Novelty Mixtures

### A hint as to the styles and colors

There are many styles, each with its own appeal—in colors that are new and pretty. Some of the features that women greatly appreciate this season are raglan or set-in sleeves, wide or shoestring belts, gathered, pleated or flared backs; many are plain tailored, others show application of tucks, stitching or pleatings.

All the wanted spring colors are here—marine blue, reindeer, rookie, fawn, perlone, sand, tan, Pekin blue, black, raspberry, peacock, beaver brown and mixtures.

### Is it any surprise that we are excited over such a sale?

The styles are the very newest—all of the models that women of good taste will quickly appreciate. In fact, a great many are copies of much higher priced coats.

Is there any other place in the city where coats, with the little niceties that these coats possess, can be bought for any such price as \$25?

Were this near the end of a season instead of at the very outset women would be glad of the chance to get coats of such a quality at so good a saving.

The sale starts tomorrow morning. We have made preparations for service. Our advice is to come early. Sale price, \$25.00



As a compliment to National Veiling Week  
we present

## VEILING

Imported from France

Hundreds of yards  
in the most remarkable  
sale of veiling  
this city has ever seen.

**25c**  
Per Yard

Ordinarily veilings like  
this would bring 50c or  
more a yard wholesale.  
Early choice is advisable  
for veiling of such  
beauty will not remain here long.



The veiling will be on tables on the main floor.

Veiling with chenille dots, hairline meshes, square spots, velvet spots, velvet floral designs, scroll designs or chenille borders; navy blue, purple, gray, taupe, brown and black; no matter what your preference is, you will be pleasedly gratified when you see our new collection, priced per yard.

—First Floor, Northeast.

### From Our Model Grocery

C R E AMERY BUTTER, Sunlit, delicious, fresh sweet churned, pound ..... 69¢	B R EAKFAST BACON, lean, sweet sugar cured, machine sliced, lb. 32¢	O RANGE S QUARE CAKES, fresh baked, from our Sun-Lit ovens, while the supply lasts, each 19¢
HAMS, sweet sugar cured, wood smoked, half or whole ham, lb. 32¢	ROYAL BAKING POWDER, large 12-ounce can ..... 38¢	E V A P O RATED MILK, "Pet Brand" or "Van Camps," your choice, large 1-pound can. 12½¢
L A R D, Sunlit, pure open kettle rendered, one-pound carton ..... 28¢	TOMATOES, solid pack, Red Ripe Indians, No. 2 cans (dozen, \$1.86), can ..... 16¢	FLOUR, "Washburn Crosby's Gold Medal, 10-pound sack for ..... 79¢
COFFEE, "Royal Luncheon," perfect blend of high grade coffees, Tuesday, pound ..... 52¢	PEANUT BUTTER, fresh made from fresh Sunlit roasted Virginia peanuts, pound ..... 27¢	ROLLED OATS, "Quaker's" or "Mother's," fresh milled, pack-size ..... 12½¢
CORN, Yankee Baby, tiny, tender, Country Gentleman (dozen, \$2.25), can ..... 19¢	SALMON, Rose Dale, fancy red Alaska river, large one-pound can ..... 35¢	SOAP, "Fairy" or "Ivory," for the bath or toilet, choice Tuesday (10 bars, 78¢), bar ..... 5¢
PEAS, Wisconsin, sifted honey, sweet, wrinkled (dozen, \$2.35), can ..... 21¢	PEACHES, Palmetto California, sifted honey, sweet, wrinkled (dozen, \$1.45), can ..... 49¢	ARGO LAUNDRY STAR CH, clean, white lumps, 6-lb. box for 44¢

Women's Kayser Brand  
Silk Gloves

at **75c** a pair

Think of getting Kayser silk gloves for 75c a pair. Every woman who knows the quality of "Kayser" make will appreciate the extreme value of this offer. Two-clasp, double tipped fingers, choice of black or white; special, while our present supply lasts ..... 75¢

—First Floor, Southwest.

### SOAP SPECIALS In Aisle Eight

(We reserve the right to limit quantities. No mail, phone or C. O. D. orders.)

PEARS SOAP, unscented ..... 14¢
CERTIFIED COMPLEXION SOAP ..... 11¢
JERGEN'S BATH TABLETS ..... 3 for 22¢
AUDITORIUM BATH TABLETS ..... 6 for 52¢
ARMOUR'S SYLVAN SOAP ..... 3 for 27¢
ARMOUR'S GARDEN SERIES VIOLET AND ROSE ..... 3 for 45¢
COLGATE'S BIG BATH SOAP ..... 3 for 27¢
PALMOLIVE SOAP ..... 6 for 40¢
WOODBURY'S FACIAL SOAP ..... 16¢
IMPORTED CASTILE SOAP ..... 3 for 21¢
ARMOUR'S MONSTER SERIES, OATMEAL, BUTTERMILK, VIOLET AND ROSE SOAP. 6 for 21¢

### HOUSEFURNISHINGS

GRAY ENAMEL DISH-PANS, 14-quart size, special ..... 63¢
COMBINETS, white enamel, special ..... \$1.98
RE-NU-WALL PAPER CLEANER, special, 2 cans for 25¢
WASH BOILERS, galvanized, special ..... \$1.19
WASH BENCHES, hardwood, special ..... \$1.69
WASHBOARDS, Universal, special ..... 69¢

—Fifth Floor.

THE BASEMENT STORE

Before purchasing your Easter hat we suggest that you visit our Basement Millinery Shop and see our display of

### New Spring Millinery

For Women and Misses at

**\$4.98**

to

**\$14.98**

It is, indeed, comprehensive—revealing the modes of spring in a manner entirely different from that of past seasons.

Every hat, in addition to being ultra-smart, has the appeal of extraordinary value.

The range of styles is so broad as to seem never ending—there are hats of every imaginable style—for every occasion—for every age—for every individual type—trimmed in the newest, most charming ways of springtime.

New spring hats for women and misses, \$4.98 to \$14.98.



### Domestic and Bedding Specials

FINE THREAD CAMBRIC, yard wide, perfect weave and finish, fine quality for nightgowns, petticoats, etc., special, yard ..... 29¢

YARD WIDE LONGCLOTH, soft fine thread, launders nicely, fine quality for underwear, special ..... 6 yards for \$1.85

BLEACHED SHEETING, 2½ yards wide, strong, even thread, launders easily, special ..... 79¢

PILLOWCASES, soft firm thread, deep hem, special, each ..... 45¢

UNBLEACHED SHEETING MUSLIN, yard wide, heavy round thread; makes excellent wearing sheets, special ..... 29¢

UNBLEACHED SHEETING, 2½ yards wide, smooth even thread, easily bleached, special ..... 75¢

BLEACHED SHEETS, 81x90 inches, seamless, heavy round thread, deep hem, special ..... \$2.25

PILLOW TUBING, soft heavy thread, excellent wearing qualities, 36 inches wide ..... 59¢, 40 inches wide ..... 62¢, 42 inches wide ..... 69¢