

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 —Black kid  
—High covered French heels

**\$9.75**

### TWO-EYELET TIES

—Black calf —Brown kid —High covered French heels  
—Black kid —Brown calf —Baby French heels  
**BROGUE OXFORDS**  
—Brown calf —black calf

**\$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.

As a compliment to National Veiling Week  
we present

## VEILING

Imported from France

Hundreds of yards  
in the most remark-  
able sale of veilings  
this city has ever seen.

**25c**

Per Yard

Ordinarily veilings like  
this would bring 50c or  
more a yard wholesale.  
Early choice is advis-  
able 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 pleasingly gratified when you see our  
new collection, priced per yard. —First Floor, Northeast.



### From Our Model Grocery

**CHEESE**  
BUTTER, Sunlit,  
delicious, fresh  
sweet churned,  
pound .....69¢

**HAMS**, sweet sug-  
ar cured, wood  
smoked, half or  
whole ham, lb.32¢

**LARD**, Sunlit,  
pure open kettle  
rendered, one-pound  
carton .....28¢

**COFFEE**, "Royal  
Luncheon," perfect  
blend of high grade  
coffee, Tuesday,  
pound .....52¢

**PEANUT BUT-  
TER**, fresh made  
from fresh Sunlit  
roasted Virginia  
peanuts, pound.27¢

**CORN**, Yankee  
Baby, tiny, tender,  
Country Gentleman  
(dozen, \$2.25),  
can .....19¢

**PEAS**, Wisconsin,  
sifted honey, sweet,  
wrinkled (dozen,  
\$2.35), can .....21¢

**BREAKFAST**  
BACON, lean,  
sweet sugar  
cured, machine  
sliced, lb.29¢

**ROYAL BAK-  
ING POWDER**  
large 12-ounce  
can .....38¢

**TOMATOES**, solid  
pack, Red Ripe Indi-  
anas, No. 2 cans  
(dozen, \$1.85),  
can .....16¢

**ASPARAGUS**,  
"Empress," Califor-  
nia, tender green  
spears (dozen,  
\$2.95), can .....25¢

**SALMON**, Rose  
Dale, fancy red Alas-  
ka river, large one-  
pound can .....35¢

**PEACHES**, Pal-  
metto California  
yellow cling halves,  
in very rich syrup  
(3 cans, \$1.45),  
can .....49¢

**ORANGE**  
SQUARES  
CAKES, fresh  
baked, from our  
Sun-Lit ovens,  
while the supply  
lasts, each .....19¢

**EVAPORATED**  
MILK, "Pet Brand",  
or "Van Camps",  
your choice, large  
1-pound can.12½¢

**FLOUR**, "Wash-  
burn Crosby's Gold  
Medal, 10-pound  
sack for .....79¢

**ROLLED OATS**,  
"Quaker's", or  
"Mother's", fresh  
milled pack-  
age .....12½¢

**SOAP**, "Fairy"  
or "Ivory", for  
the bath or toilet,  
choice Tuesday  
(10 bars, 78¢),  
bar .....8¢

**ARGO LAUNDRY**  
STARCH, clean,  
white lumps,  
5-lb. box for 44¢  
—Fifth floor.

## 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.

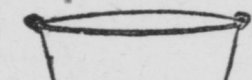
## SOAP SPECIALS

In Aisle Eight

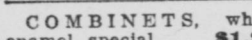
(We reserve the right to limit quantities. No mail, phone  
or C. O. D. orders.)

**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 CASTLE SOAP** .....3 for 21¢  
**ARMOUR'S MONSTER SERIES, OATMEAL, BUT-  
TERMILK, VIOLET AND ROSE SOAP** 6 for 21¢

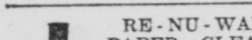
## HOUSEFURNISHINGS



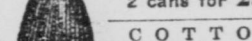
**GRAY ENAMEL DISH-  
PANS**, 14-quart size, spe-  
cial .....63¢



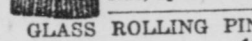
**COMBINETS**, white  
enamel, special .....1.98



**RE-NU-WALL  
PAPER CLEAN-  
ER**, special,  
2 cans for 25¢



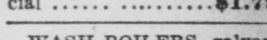
**COTTON  
MOPS**, 12-ounce  
size, special.45¢



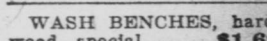
**GLASS ROLLING PINS**,  
special .....48¢



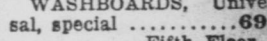
**WASH BOILERS**, copper  
bottom, No. 8 size, spe-  
cial .....1.79



**WASH BOILERS**, galvan-  
ized, special .....1.19



**WASH BENCHES**, hard-  
wood, special .....1.69



**WASHBOARDS**, Univer-  
sal, special .....69¢  
—Fifth Floor.

THE BASEMENT STORE

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 espe-  
cially for this event to further demonstrate the value-  
giving of our Basement Store.

Sale Price

**\$25**

We expect an unheard of response tomor-  
row, 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  
Silvertone  
Goldtone  
Polo Cloth  
Novelty Mixtures

Serge



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.

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 appre-  
ciate 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, stitchings or pleatings.

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

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

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 indi-  
vidual 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 fin-  
ish, fine quality for nightgowns,  
petticoats, etc.,  
special, yard .....29c

**YARD WIDE LONGCLOTH**,  
soft fine thread, launders nice-  
ly, fine quality for underwear,  
special .....6 yards for \$1.85

**BLEACHED SHEETING**, 2¼  
yards wide, strong, even thread,  
launders easily,  
special .....79c

**PILLOWCASES**, soft firm thread,  
deep hem, special,  
each .....45c

**UNBLEACHED SHEETING**  
MUSLIN, yard wide, heavy round  
thread; makes excellent wearing  
sheets, spe-  
cial .....29c

**UNBLEACHED SHEETING**, 2¼  
yards wide, smooth even thread,  
easily bleached,  
special .....75c

**BLEACHED SHEETS**, 81x90  
inches, seamless, heavy round  
thread, deep hem, spe-  
cial, each .....\$2.25

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