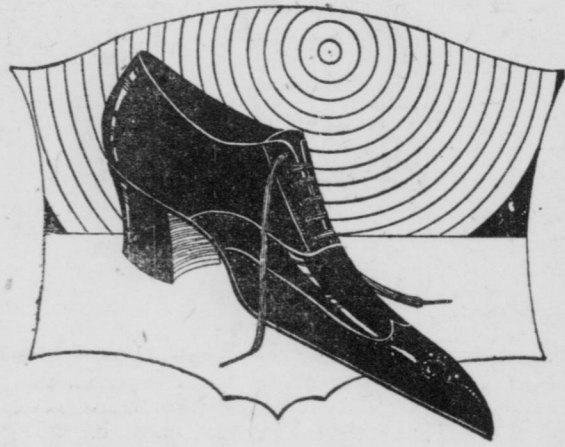


A sale rich with advantages for those who share it—
Pumps and Oxfords
 For Women

At three feature prices, denoting savings of unusual importance



\$9.75

TWO-EYELET TIES
 —Black calf —Brown kid
 —Black kid —Brown calf
 —High covered French heels
 —Baby French heels

BROGUE OXFORDS
 —Brown calf —black calf

\$7.95

TWO-EYELET TIES
 —Patent kid —Glazed kid
 —High covered French heels

\$5.95

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

Through a complete rearrangement and regrouping of our stocks a great number of regularly priced pumps and oxfords were placed in this sale—each pair claiming a new sale price which is much less than the marking it originally had. It is needless to say that the savings are extraordinary—for it is not an everyday occurrence for women to see new spring footwear selling at any such prices as those quoted here. Sale prices, **\$9.75, \$7.95 and \$5.95.** —Third Floor.

THE W. H. BLOCK CO.

Indiana's Largest Assortment of HART SCHAFFNER & MARX Clothes for Men

Axminster Rugs Tomorrow at \$42.50

Size 9x12

With rug prices increasing daily, women will welcome a chance like this to get good quality Axminster rugs at such a price. This is not our regular marking, of course—a very noteworthy saving is in store for you tomorrow. Rugs of well-wearing quality, all over, oriental or Chinese patterns in blue, tan, brown or rose or green; wool faced, fast colorings; very specially priced, **\$42.50.**

Two Other Rug Groups

AT PRICES THAT WOMEN WILL RECOGNIZE INSTANTLY AS MUCH LESS THAN REGULAR MARKINGS.

VELVET RUGS, 27x54 inches, fine all-over or oriental designs, blue, tan, taupe or rose backgrounds with designs in contrasting colors. The rugs are of a heavy quality that will wear well; the colors are fast, specially priced tomorrow, **\$4.95.**

GRASS RUGS lowered in price for quick clearance. Designs are stenciled in blue, green or brown; not all colors in all patterns or sizes—
 36x72 inches **\$1.95**
 4 1/2 x 7 1/2 feet **\$3.25**
 6x9 feet **\$6.95**
 8x10 feet **\$8.75**
 9x12 feet **\$9.95**
 —Fourth Floor.

From Our Model Grocery

BREAKFAST BACON, high grade, lean, sweet sugar cured, machine sliced, pound **.35¢**

SALT, "Morton's" free running table salt, two-pound carton (3 for 23c), package **8 1/2¢**

SUNLIT WHEAT CEREAL, fresh ground, while you wait, pound package **7 1/2¢**

CREAMETTES, Elbow Macaroni (three packages 23c), package **8¢**

SALMON, fancy Alaska river pink, 1-pound tall can **21¢**

FRESH EGGS, large, clean, select table eggs, dozen in carton **43¢**

EVAPORATED MILK, "Van Camp," unsweetened, large one-pound can (4 for 49c), can **12 1/2¢**

BUTTERINE CREAM OF NUT, colored, ready for the table, looks and tastes like butter, pound **43¢**

SAFETY MATCHES, imported Swedish, 12 boxes for 9¢

COFFEE, Blue Ribbon, mild quality, in the bean or ground, pound **34¢**

RAISINS, New Crop California, Sun Maid seeded, pound **23¢**

CONDENSED LAUNDRY BLUING, "Little Boy Blue," bottle makes one-half gallon, bottle **8¢**

AMERICAN MAGIC, the wash day wonder (3 packages, 23c), package **8¢**

LAUNDRY SOAP, "Fels Naptha," 5 bars for 39¢ —Fifth Floor.

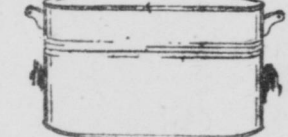
House-furnishings



ALUMINUM CONVEX KETTLES, six-quart size Choice, Special **\$1.85**

ALUMINUM WINDSOR KETTLES, five-quart size Choice, Special **\$1.85**

FOLDING BENCH WRINGERS, reversible water board, three-year guaranteed rollers. Special **\$8.48**



WASH BOILERS, copper bottom, No. 8 size. Special **\$1.69**

GARBAGE CANS, five-gallon size, corrugated galvanized metal. Special **\$1.29**

BROOMS, 5-sewed, good broom corn. Special **69¢**

JOHNSON'S FLOOR WAX, two-pound can. Special **45¢** —Fifth Floor.

It is wonderful how much more effective a hat becomes if draped with a bit of

VEILING

In fact, veils have made themselves so necessary this season that woman's costume is not at all complete without one.

As a compliment to their vogue the week of March 15 to 20 has been set aside as National Veil Week

Due to a fortunate circumstance we are able to offer pretty IMPORTED FRENCH VEILING in a variety of designs and colorings at a price that seems impossible. Ordinarily veiling of such a quality would command 50c a yard wholesale, and yet here it is for

25c
 Per Yard

Veiling, imported from France, with chenille dots, hairline meshes, square spots, velvet spots, velvet floral designs, scroll designs or chenille borders; navy blue, purple, gray, taupe, brown or black; price, per yard, **25¢.**

On main floor table for easy selection.



Clearance of Laces, Fringes, Fancy Ribbons, Trimmings, Etc.

In Aisle Eight

VENISE LACES Choice, special, yard—**48¢**
SILVER LACES
FANCY TRIMMING BANDS
NET VESTINGS
EMBROIDERY FLOUNCING—24 inches wide..

SILK FRINGE, 3 to 6 inches wide, pink, light blue, rose, Copenhagen, light gray, taupe, brown, khaki, purple, green or tan. Special, yard **45¢**

RIBBON REMNANTS, fancy or plain, desirable, useful lengths, 1/2 to 3 yards; different widths; AT A SAVING OF ONE-HALF THE ORIGINAL PRICE.

TAILORED BRAID, 1/4 to 1 inch wide, all silk, rose, light gray, taupe, Pekin blue, dark blue, henna, purple or green. Special, yard... **8¢**

COLOR DRESS NETS, 40 inches wide, pink, old rose, Copenhagen, yellow. Special, yard **45¢**
CAMISOLE POINTS, white, set of four complete the top of a camisole, each..... **8¢**

THE BASEMENT STORE

THE BASEMENT STORE

One of the Biggest Value-Giving Events of the Season Sale of SPRING COATS For Women and Misses



Offered at a price that is so extraordinary that women will fairly flock to our Basement Store tomorrow morning
Sale Price

\$25

New and smart, every one of the coats are made in the latest styles, many of them copied closely from much higher priced models.

Every coat is marked by its many little niceties, such as silk linings, neat-fitting shoulder lines, fancy stitchings, etc.—rarely found on coats that are so moderately priced.

Of no little importance are the many fine and beautiful materials used.

Snowflake Burella **Tweeds** **Silvertone** **Diagonal** **Serge**
Velour **Covert Cloth** **Goldtone** **Polo Cloth**

Novelty Mixtures

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, stitchings or pleatings.

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

Extra salespeople will be ready to assist. Sale price **\$25**



Two Hundred Silk
 Georgette Crepe
BLOUSES
 For Women and Misses

Special at

\$3.98

for Wednesday only

The material alone could not be purchased for this price, and when the blouses are seen—the extremely fine workmanship noted—you will wonder how we are able to offer them at this price. Only a store like the Basement Store with its policy of value giving as its first consideration—could accomplish this.

The blouses are all charmingly made, in line with the newest modes for spring—pretty embroidered and beaded models, round, square or "V" neck lines—in all the wanted shades, including navy, taupe, flesh, white, coral, bisque. Special for Wednesday only... **\$3.98**

Men's Guaranteed HOSE

"Everyday" Brand

Special for Wednesday Only

6 Pairs for

\$1.15

Limit one box of 6 to a customer

Think of buying a six months' supply of hosiery at one time—at the nominal expenditure of \$1.15—that's what you will be doing if you purchase a box of "Everyday" brand hosiery here tomorrow.

"Everyday" hosiery are guaranteed by their manufacturer; six pairs are guaranteed to wear six months.

We expect a tremendous selling. Men aren't going to let an opportunity like this slip by unnoticed.

Sizes 9 1/2 to 12; black, white, tan, gray, navy. Tomorrow, special at a lower price than has been quoted by any other store in Indianapolis as far as we know; 6 pairs for **\$1.15.**



Domestic and Bedding Specials

PILLOWCASES, size 42x36 inches, bleached muslin, free from dressing, deep hem. Special, each **45¢**

CURTAIN SCRIM, yard wide, novelty color borders on white or cream open work. Special, yard **29¢**

CURTAIN MARQUETTE, yard wide, nicely mercerized, white, cream or Arabian. Special, yard **29¢**

FINE THREAD CAMBRIC, yard wide, perfect weave and finish, launders nicely; suitable for nightgowns and general use. Special (6 yards, \$1.98); yard **34¢**

BLEACHED MUSLIN, 34 inches wide, soft finish, strong even thread, free from dressing; suitable for sheets or pillowcases. Special, yard **29¢**

COTTON BATTING, for comfort filling, size 72x90 in the sheet, weight 3 pounds, pure white. Special **98¢**

WHITE SOISETTE, 30 inches wide, suitable for middies, children's wear, nurses' uniforms, etc. Special, yard **49¢**

WHITE CROCHET BEDSPREADS, double bed size, hemmed, heavy, pretty patterns. **\$3.00**

For Wednesday Only

Fifty DRESSES

For Women and Misses

Special **\$13.65**

at

\$13.65
 Small sizes only
 The women who are small of stature will have the extreme good fortune of being able to get a beautiful dress for spring wear at a substantial saving here tomorrow—we have taken odds and ends of our small size dresses and marked them for a quick disposal. The dresses are of satin, messaline, jersey, serge, taffeta, georgette and taffeta and georgette combination—in the most wanted shades.

There are just a few of each kind in sizes 16, 18, 20, 36 and 38 only—therefore early choice is essential. Special for Wednesday only... **\$13.65**

For Wednesday Only

One Hundred Fine CORSETS

On Sale at **\$2.94**

This is far below the maker's prices for the same kind of corsets. Reduced to such a sale price for no other reason than that they are "odd lots," and as such, can not be tolerated among our well-rounded stocks.

Such famed makes as Warner, Bon Ton, R & G, Nemo, C-B, Nulife, Thompson, Gora

Corsets for the slight figure, for the stout, for the mature woman, for the average figure. There will be no C. O. D. orders or approvals during this sale. Plenty of extra salespeople will be on hand to give patrons the attention they have a right to expect.

Corsets of brocades, coutils, batiste and fancy materials—front and back laces, flesh color or white; sizes 19 to 30 and 31 to 36; sale price Wednesday only... **\$2.94**

For Wednesday Only

One Thousand Aprons

For Women and Misses

Special at

43c

A woman can not have too many aprons, and good aprons at a price like 43c are a rare thing these days—made possible in The Basement Store only through a fortunate purchase.

The price is so low that in order to prevent dealers purchasing we are limiting 4 aprons to a customer.

Included are aprons of fine quality precales, bib style, trimmed with rickrack black—gingham aprons in banded style and black saten aprons with ruffles and patch pockets. (No phone or C. O. D. orders). Special for Wednesday only **43¢**