

OPEN SATURDAY NIGHTS UNTIL 9 O'CLOCK

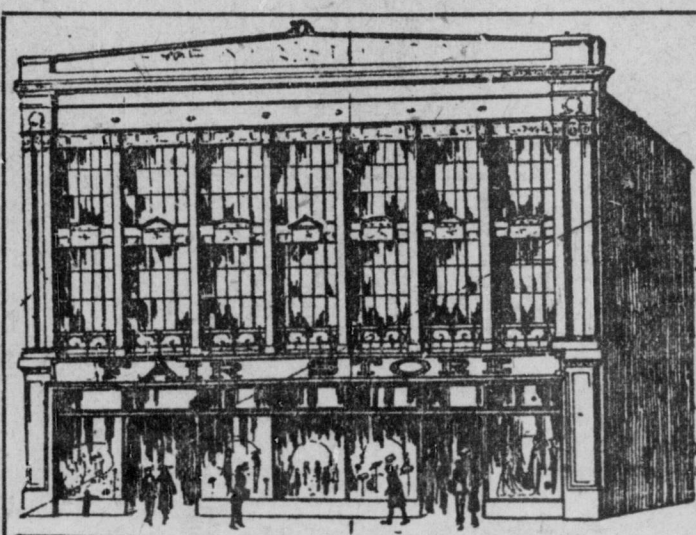
Beginning Tomorrow, Saturday Morning, When the Doors Open—The Year's Sensation!

We are helping pull the props from under high prices. Manufacturers nervous over the sudden change in market conditions are sacrificing their merchandise to us at sensational reductions. And to these new underpriced purchases we are adding higher priced garments from our own stocks and reducing them to meet the new low price levels. It's the beginning of the BIGGEST BARGAIN CAMPAIGN IN NEW FALL AND WINTER APPAREL that has been launched in Indianapolis in years.

THE FAIR

TRAUGOTT BROTHERS
311-321 West Washington Street

Boys' Overalls, Striped. All Sizes—
98c



NOW IN OUR NEW HOME

Buy Your Winter Coat at This Sale Tomorrow and Save \$15 to \$25 on Your Purchase!

Up to \$50.00

Cloth and Fur Trimmed COATS

GO AT

\$24.98

Read the list—Bolivias, Silvertones, Fur Fabrics, Velours, Frostglow, Kerseys, Broadcloths — THE VERY FINEST of the new season's new models, too, in wrappy effects and belted styles—self-trimmed, stitched and fur trimmed coats for women and misses to choose from.



EXTRA!

Up to \$30 Coats
\$14.98

Styles for Fall and for Winter in a splendid range of models, fabrics and colorings. The biggest coat bargain that has been offered—Our price slashing sale brings them to you for**\$14.98**

All-Wool SUITS

For Men and Young Men

—This is the price you've been wanting to pay! But nobody thought such a thing possible—nobody expected such a price THIS season!

We're ready, men! Ready with hundreds of Suits at this pre-war price!

\$35.00 Values

\$19.85

\$45.00 Values

\$24.85



Saturday Sale of Men's Pants

\$8.50 MEN'S ALL WOOL PANTS—Green, blue and brown flannels, blue serge and neat stripe worsteds; all sizes. Special—
\$5.95

\$3.50 MEN'S WORK TROUSERS, also suitable for dress, neat stripes and some plain colors; sizes 30 to 42. Special Saturday—
\$1.95



Up to \$75.00 Women's and Misses' High-Class New Fall Suits

Featured in This Sale at

\$39.98

Silvertones Velours Peachbloom Yalama Tricotines Tinseltones

Embroidered, tailored and fur trimmed models—with gorgeous silk linings make up the assortment—they are the PICK of the season's creations; and are truly marvelous values.

EXTRA!

Up to \$30.00 SUITS

Fur trimmed, button trimmed, embroidered and tailored styles, in wanted colors and popular materials; range of sizes for women and misses.

\$17.50

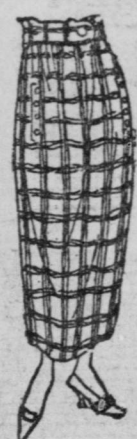


TRICOTINE and New PLAID SKIRTS at

ALL BRAND NEW.

10
SERGE, KNIFE PLEATED SKIRTS—Strictly all wool, fancy stitched. \$10 values. Special Saturday
\$4.98

\$1.00
SAMPLE BLUE AND CHECKED SKIRTS—Special for Saturday at ...



Boys' All Wool Two-Pant Suits

Saturday Only
\$15.00 and \$16.50
Values at

\$9.95



Made in the most attractive styles, perfect quality and workmanship; cashmeres, homespun and tweeds. All sizes up to 17.

BOYS' SUITS—From our regular \$10.00 and \$12.50 lines. Reduced for Saturday at
\$8.95

These suits offer a great opportunity to practice worth while economy; all sizes up to 17.

BOYS' OVERCOATS; MADE OF EXTRA QUALITY WOOLZEE CLOTH—Sizes up to 8. \$6.00 values; at
\$2.95

BOYS' MACKINAW—Sizes up to 15. Reduced to
\$4.95

BOYS' SUITS—Sizes up to 16. Reduced to
\$4.95

Big Break in Shoe Prices!

BIG GIRL SHOES—In fancy brown kid and mahogany calf; some with military heel and some with the new broad toe and a very low heel; many in brogue pattern; the newest models of the season. Sizes 2 1/2 to 8.
\$5.85

FOR BIG GIRLS—In fancy black, kid and gunmetal; English style; sizes 2 1/2 to 8.
\$4.45

GIRLS' SHOES—Gunmetal and mahogany brown; solid leather soles. Sizes 1 1/2 to 2.
\$2.95
Sizes 2 1/2 to 11.
\$2.69

LADIES' FELT HOUSE SLIP PERS, with good leather soles.
\$1.49
Men's
\$1.69



Men's Saturday Specials

\$3.00 MEN'S UNION SUITS—Heavy fleeced lined and derby ribbed; sizes 34 to 46. Special.
\$1.79

\$1.50 MEN'S SHIRTS and drawers; extra heavy ribbed garments; sizes 30 to 46. Special.
98c

\$6.00 MEN'S CORDUROY TROUSERS—Good close woven corduroy, cuff bottoms; sizes 30 to 42. Special.
\$3.95

\$2.00 MEN'S HEAVY WORK SWEATERS—Shawl and military collars; sizes 34 to 46. Special.
\$1.29

\$10.00 MEN'S PURE SILK SHIRTS—New, nifty patterns, crepes, broadcloths, radiums and other good materials; special
\$4.95

\$2.50 MEN'S FINE DRESS SHIRTS—Printed madras, close woven percales; sizes 14 to 17. Special.
\$1.39

\$1.25 Boys' School Caps At
75c

THE FAIR

TRAUGOTT BROTHERS
311-321 West Washington Street

Up to \$35.00 Women's and Misses' New Fall DRESSES

GO AT

\$19.98

Take your pick, not from a few racks, but from HUNDREDS OF FINER FALL DRESSES in Tricotines, Silvertones, Serges, Tricolettes, Silks, Taffetas, Georgettes, etc. A Dress for every occasion is here and the variety of styles provides choice for every miss and every woman.

EXTRA!

Up to \$25 Dresses

A lot comprising selections from higher priced lines, including silk and cloth dresses you could not begin to buy the materials alone for the price of one of these dresses.

\$10.00



Sale of WINTER UNDERWEAR

\$2.00 WOMEN'S UNION SUITS—Women's heavy ribbed and fleeced lined; in long or short sleeves and sleeveless. Regular or extra sizes.
98c

\$2.00 BOYS' UNION SUITS—Boys' heavy ribbed or fleeced lined union suits; all sizes.
\$1.43

\$1.50 BOYS' UNION SUITS—Strictly firsts; Boys' ribbed union suits; sizes 2 to 16 years. Marked down to
88c

\$2.50 WOMEN'S UNION SUITS—Women's extra heavy ribbed union suits; long or short sleeves. Regular or extra sizes.
\$1.48

\$1.50 GIRLS' UNION SUITS—Girls' heavy ribbed and fleeced lined union suits; all sizes.
98c

\$1.00 WOMEN'S VESTS AND PANTS—Heavy ribbed vests and pants; in regular and extra sizes.
79c



PRICES SMASHED ON LUXURIOUS

Fur Coats

\$200 SEALINE COATS—Australian opossum trimmed. Large shawl collar and bell shaped cuffs. Belted model. (Sample Coats). Special Sale price—
\$99.00

\$75 Kit Coney Fur Coats,
\$49.98

\$150 Genuine Marmot Fur Coat,
\$88



Children's COATS

Sample Coats

Wool chevrons, fancy trimmed collars. Sizes 2 to 10. Sale price—
\$5.00

\$15.00 Silvertone Coats—Wool Velours and Egyptian Plush Coats. Fur collar trimmed. Sizes 2 to 14 years—
\$9.98

\$25 Broadcloth and Yalama Coats—High waisted ripple models; 2 to 14 years. Saturday special—
\$14.98



\$6.98 Slipover Sweaters

Women's all-wool slip-over sweaters; in fancy or plain weaves; in all colors. Marked down to—
\$3.45

Sample Underskirts

200 pretty sateen underskirts in plain and fancy models, in black and colors. Up to \$2.50 values—
\$1.00

\$3.00 Gingham Dresses

Gingham dresses of pretty large plaid gingham; also plain colored repps; made on very nifty models. Special—
\$1.79

