

THE W<sup>TM</sup>. H. BLOCK CO.

# Opening the Spring Millinery Season

*With a Two-Day Sale—Friday and Saturday*

We want to impress the fact on every one that this unusually large assortment of spring millinery offered to the public at this early date was made possible through the earnest cooperation of approximately fifty manufacturers. We have selected from them their most advanced spring styles in the very latest colors and materials. This cooperation has enabled us to offer the **LARGEST STOCK, GREATEST VARIETY AND BEST VALUES IN INDIANAPOLIS.**

MATERIALS

Viscu Braid  
Candee Cloth  
Hair Cloth  
Hemp

Combination Materials and  
Trimmings

SHAPES

Small Pokes  
Sailors

TRIMMINGS

Flowers  
Feathers  
Ribbons

Mushrooms  
Off-the-Face

**\$5.00**

Hats for Miss  
Hats for Matron

COLORS

Purple  
Orchid  
Sand  
Copen

Red  
Almond  
Berry  
Pearl

Brown  
Navy  
Black  
Pheasant

Beautiful Color Combinations

*Purple Is the Leading Shade—We  
Have an Ample Assortment  
of This Color.*



## Pierrette Hats

**\$6.50**

Exclusive in  
Indianapolis at  
the Wm. H.  
Block Co.

For the  
Discrim-  
inating  
Buyer

We have been appointed the exclusive store in Indianapolis for Pierrette Millinery. Our second shipment of these hats of perfect lines—exquisitely harmonious colors—the chic that only perfect skill can achieve, has just arrived.

Having carefully selected 100 of these hats, consisting only of the very newest styles and very latest materials, we offer these hats to those who desire exclusiveness in head dress Friday and Saturday at this remarkably low price.

**THE BASEMENT STORE**

## The Basement Store Joins With a Special Purchase and Sale!

We have made a SPECIAL PURCHASE of 400 trimmed and ready-to-wear hats for spring wear which we are placing on sale during this two-day event only, at the small price of

**\$3.33**

MATERIALS

Hair Cloth, Hair Braid, Felt,  
Timbo Straw, Straw Com-  
binations and Viscu Braid.

TRIMMINGS

Feathers, Ribbons, Fruit, Flowers  
and Combination Effects

COLORS

Copen, Henna, Red, Brown, Pearl  
Gray, Jade, Black and Color  
Combinations

SHAPES

Rolled Brims, Drooping Brims,  
Off-the-Face, Turbans, Pokes  
and Mushrooms.

**We Urge Early Buying While the Assortment Is Large**

The very hat you most admire may be yours for the absurdly low sum of \$3.33, and no miss or matron should overlook seeing them. We feel that your most particular desire can be satisfied from this large assortment.

