

THE W^M. 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

TRIMMINGS
Flowers
Feathers
Ribbons

Combination Materials and Trimmings

SHAPES

Small Pokes
Sailors

Mushrooms
Off-the-Face

\$5.00

Hats for Miss
Hats for Matron

COLORS

Purple Red Brown
Orchid Almond Navy
Sand Berry Black
Copen Pearl 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.

Specially Featuring An

Extraordinary Line of Hats

At This Popular Price

MATERIALS
Silk Hair Cloth
Timbo Braid
with Flower
Trims
Canton Crepes
Tagal Straws
Swiss Hemp

\$10

COLORS
Purple
Orchid
Almond Green
Berry
Fallow
Oakwood
Copen
Royal

SHAPES

Large Hats Pokes Turbans Off-the-Face Shapes

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

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

TRIMMINGS
Feathers, Ribbons, Fruit, Flowers
and Combination Effects

\$3.33

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.