

Store Open Saturday Until 9 P. M.



Demonstration Sale
\$15.00 Squirrel Chokers

Selected and Matched Skins } **\$8.00**

\$5 Women's FUR CHOKERS

Demonstrating the remarkable value giving power of the Fair. **\$1.95**

While They Last

Demonstration Sale
\$25 Women's Astrakhan Jacquettes

\$10



The latest style spring wrap. Very fashionable for all occasions. Fastened at the side with oriental buckle. Women's and misses' sizes, 14 to 44.

While They Last

Demonstration Sale
Women's Low Shoes

\$2.98

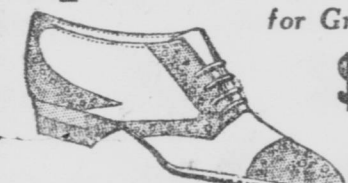


Satin and patent combinations and plain satin combinations. One and cross-strap styles. Brown, Black, Calf Skin and patent leather Oxfords.

Infants' Patent Leather One-Strap Slippers, Sizes 1 to 4. **98c**

Demonstration Sale
Sport Oxfords
 for Growing Girls

\$3.85



Values that demonstrate our buying power. Tan and Brown Combinations. Very classy for street and sports wear. Low heels, rubber heels attached. Sizes 2 1/2 to 7.

Misses' Sizes, 11 1/2 to 2, \$3.29

Demonstration Sale
Chiffon Silk Hose
 Full Fashioned

79c



Fine sheer quality Silk Chiffon. Colors are Paris Cinnamon, Gunmetal, Silver, Black, Taupe, Dark Brown and others. These stockings are sheer, strong and low priced for Saturday.

Demonstration Sale
Princess Slips

of Lustrous Sateen for Women and Misses

89c



Very necessary are these smart costume slips. Made with wide hems, shoulder straps, bodice effect, full length. Colors are White, Pink, Navy, Grey and Honey Dew. Sizes 36 to 44.

Demonstration Sale
Women's Wool Slipon SWEATERS
 Priced for Saturday

\$1.65



Hundreds of Sweaters in a great demonstrator sale. Every one an unequalled value. Plenty of light summer shades. Fancy weaves. Very popular for present wear. Come early.

Extra Special!
\$25 Women's RAINCOATS

Good Quality Coats in Navy and Tan. While They Last Saturday! Come Early!

\$5

The Store of Greater Values



The Store of Greater Values

Extra Special!
\$10 Women's New Jersey SUITS

Special for Saturday Only While They Last All Colors An Unusual Value-Giving Demonstration

\$5

Beginning Saturday—A Great Ten-Day DEMONSTRATION SALE

Women and misses of Indianapolis and Central Indiana, we want you to know about this stupendous Demonstration Sale, beginning Saturday. A presentation of high-grade wearing apparel. A demonstration of The Fair's supremacy in value-giving. We believe this will be one of the greatest sale events in our history. This and the opposite page will give you some idea of the tremendous savings offered. Come to The Fair tomorrow, Saturday, expecting super-values. You will not be disappointed. Sale starts at 8:30 A. M.



\$75, \$65 and \$50 Distinctive Capes, Wraps and Coats
 for Women and Misses Priced in the Demonstration Sale Saturday

Ormandales
 Brytonia
 Luxona
 Fashiona
 Brocaded Silks
 Canton Crepe

\$35

Stunning Capes
 Mandarin Coats
 Embroidered Wraps

Colors Are Gray, Tan, Brown, Black and Navy

Women's and Misses' 14 to 44

\$15 Women's Smart Swagger Top Coats

Smart and dressy styles. Wool, pailles, overplaids and tweeds. Colors are rattle, tan and blue; extra special blue; extra special blue. **\$8.00**

Sizes 14 to 44

\$25 Women's Stunning Bolivia Capes

Pretty lined with silk and flannel; black, navy, brown, tan and gray; demonstrating our value-giving at— **\$14.75**

Sizes 14 to 44



\$35 and \$25 Women's Fine Tricotine and Poiret Twill Suits
 Demonstration Sale Price

Side-Tie, Tailored, Box and Blouse Models

\$19.75

Handsomely Silk Lined

Style, quality and workmanship, seldom found at this price. Colors are Navy, Tan, Grey and Black.

Women's and Misses', 14 to 44

\$25 Women's Silk Lined Smart TWEED SUITS

Sport and tailored models, much underpriced in the Demonstration Sale Saturday. **\$10.00**

Women's and Misses', 14 to 44

STOUT SALE

Demonstrating the Fair Store's Values for Stout Women

Canton Crepe Dresses
 for Stout Women

Slenderizing youthful models, in Navy, Black, Brown and Grey. Sizes 42 1/2 to 54 1/2. Specially priced Saturday at... **\$15.00**

\$25 New Tweed Suits
 for Stout Women

Stylish stout models, silk lined. Sizes 42 1/2 to 54 1/2. Special in the Demonstration Sale at... **\$16.75**

\$25 Wool Velour Coats
 for Stout Women

Prettyly lined. Colors are Tan, Rookie and Brown. Sizes 43 to 57. On Sale Saturday at... **\$13.75**

Stout Velour Capes

Fine quality Suedine and Velour. Handsomely lined, smart and dressy. Sizes 43 to 57. Special for Saturday... **\$19.75**



Demonstration Sale of Women's

Distinctive Dresses

\$50, \$40 and \$25 Values, Now Only

MATERIALS

Flat Crepe, Canton Crepe, Roshanaras, Crepe Romaine, Spanish Lace, Bokaras and Silk Miloshams

\$15

COLORS

Cocoa Gray, Lavin Green, Black Navy, Brown White

STYLES

Every Conceivable Style That Is New and Distinctive!

These Charming Dresses were bought for cash from a high grade New York Dress Maker at big price concessions. Sport Dresses, Street Dresses, Afternoon Dresses and Semi-Evening Models. Anticipate your summer dress needs and buy several. SIZES 14 TO 46.

Splendid Summer Dresses

of Canton Crepe and Sports Silks

Taken from our own stock of higher priced Dresses and reduced. You will buy several after you see their wonderful styling and quality of materials. Every desirable Spring color is represented. **\$8**

Sizes 14 to 46—Special Saturday

Girls' Stunning Capes and Coats

Regular \$15 Values

Dressy styles with panel capes and embroidered coats of fine quality Pailles, Overplaids and Tweeds. Colors are Rookie, Copen and Tan. **\$6.95**

Sizes 2 to 16 Years

Sale! GIRLS' \$5.00 POLO COATS

Extraordinary values are these smart Coats. Colors are Tan and Copen. **\$2.95**

Sizes 2 to 10 Years

Demonstration Sale
Women's New Spring Porch Dresses



Regular and Stout Sizes

\$1.59

Prettyly made of fine check, large check and striped ginghams. In all the new Spring colors. Organdy, Pique and Self-Trimmed. Remarkable values.

—Demonstration Sale—
\$5.00 Babies' Spring Coats



Prettyly made of Cassimeres, Crepes and Silk Poplins. White and colors. Sizes up to 4 years.

\$2.98

BABIES' LONG OR SHORT DRESSES

Sheer white Dresses for summer. Prettyly embroidered and hemstitched. Special in the Demonstrator Sale at **39c**

Sample SKIRT SALE Saturday

\$5 Sample Novelties

As the result of a remarkable purchase these are exceptional values. Large selection to choose from at the opening Saturday. Sizes 24 to 32 waist. **\$1.95**

Extra Size Skirts
 33 to 52 Waist

Pleated and tailored styles, long lengths. Special for Saturday. **\$5.00**

Pleated Prunella
 Sizes 24 to 40

Smart dressy models, charming color combinations. **\$3.95**



Demonstration Sale
Crepe de Chine Silk Chemise

\$1.49

Up to \$2.98 Values
 Prettyly made of good quality Crepe de Chine. Daintily trimmed with fine lace and ribbon. Colors are White, Flesh, Orchid, Honey Dew and others.

Demonstration Sale
\$10 Women's Silk DRESSES

Grouped in One Lot for Quick Selling Saturday at

\$3.95

All Sizes and Colors

Demonstration Sale
\$10 Polo Coats
 for Women



\$5

Smart and dressy, made of velour and polaire. Belted, patch pockets. Colors are Navy, Tan, Brown and Grey, and shadow plaids. While they last. All sizes.

Demonstration Sale
Women's Silk Capes
 Deep Fringe Trimmed



\$5

A fortunate purchase brings to you a remarkable showing of these popular spring capes at a price that's a bit sensational. Some are fringe trimmed, others are plain, snug fitting collars, ornamental fasteners.

Demonstration Sale
Girls' Organdy Dresses
 Sizes 6 to 14 Years



\$2.98

We have just received a large assortment of smart spring organdy Dresses. Prettyly made and beautifully trimmed with laces, ribbons, frills and ruffles. All the Spring shades.

Demonstration Sale
Tots' Gingham Bloomer DRESSES
 Sizes 2 to 6 Years



89c

Charming little frocks for children. Made of check and plain color Gingham, with button on bloomers. Trimmed in applique and embroidered. Specially priced in the Demonstration Sale.

Demonstration Sale
Gingham DRESSES
 for Girls



89c

Sizes 7 to 14 Years

Mothers will appreciate this splendid showing. They are neatly made and attractively trimmed. Only fine quality fast color Gingham are used. A sale that will emphatically demonstrate our value giving supremacy.

Demonstration Sale
Women's New Hats
 \$5 to \$7.50 Values



\$2.98

If you know just what you want—it is here. If you do not know, we are sure that you will find at least one becoming model in these two charming assortments. Every new shape for dress, for sport, for street. Every new shade and color combination. Every hat is most attractively trimmed.