

# Building Arranged to Be Most Convenient for Patrons

## Fireproof Addition Triples Space Facilities for the Fair Store

In a physical plant combining the beauty of exterior with the artistry of interior arrangement that ranks with the leading stores of the whole of Indiana. The Fair will be formally opened Tuesday to its many friends who will have an opportunity to see one of the most modern buildings and completely equipped of all ready-to-wear stores.

This well-planned apparel store will be a revelation to the people who will crowd the wide spacious aisles interested not only in the physical aspects of the store, but eager to see the new merchandise that is everywhere attractively displayed.

### First Consideration Is Service To Customer.

The space has been planned with the idea of rendering the most service to the customer in the least possible time. The floors have been so arranged that the customer can find without delay the department he wishes to visit.

The new arrangement of The Fair provides three times as much space as the store occupied before its enlargement—57,125 square feet of floor space now being available.

### The Natural Light Is Abundant.

One outstanding feature of the building is the abundance of natural light which

is made possible by windows across the front, the back, and the entire east length. This is a great asset in that the customer is able to select clothing without the aid of artificial light and for this reason a much more satisfactory choice may be made.

Another remarkable feature of the store that is apparent when one first enters is the spaciousness of it all—the wide aisles permit the customer to see the goods to the very best advantage. This roominess is conducive to a freedom in selecting goods as well as creating a more spirited atmosphere in the sales force.

Of particular interest is the location of all of the departments that make The Fair such a completely stocked ready-to-wear store for all members of the family. Rapid and efficient elevators are conveniently located at the center of the store on each side. A modernly equipped rest room on the second floor provides comfort for the woman shopper.

**Model Display Windows**  
Beauty of design and efficiency in planning the arrangement has been incorporated in the spacious and artistic windows. Parquet patterned hardwood floors make a splendid setting for

the displays as does the soft French gray background. The lighting arrangement has been very well worked out and the arcade effect achieved in arrangement makes it possible for the interested customer and passerby to see in full detail the window displays. The ceiling of the arcade has been effectively decorated and entirely comparable with the display windows of the very best stores in the whole state of Indiana are the display windows of The Fair.

Attractive indeed is the whole exterior of the building of white tile treatment, the columns, reminiscent of

the beauty and artistry of the Roman empire, stretching up to the top of the third floor is contrasted by the copper frame work of the windows.

### The Women's Department

Of deep interest to the woman shopper is the wonderful department devoted to the ready-to-wear which occupies a large part of the second floor. Ten fitting and alteration rooms afford plenty of space for alterations, which in keeping with the old policy of the store, are still made free of all charge. Individual display cases for figures and flat displays, form an interesting note of the new arrangement. Numerous well-placed mirrors provide the lady with a chance to see the prospective purchase in all its beauty. The stock in this

department has been very carefully selected and the policy of the store of buying for cash has made it possible to sell this merchandise to the purchaser at a lower figure.

The millinery department, one of the largest in Indianapolis, occupies the rear of the second floor. Mahogany is used in the finishing of this department as well as in all of the second floor. Fitting mirrored tables aid the customers in the selection of a becoming hat which may be taken from plate glass cases which effectively display the lovely merchandise carried in this department.

The carpet on this floor is taupe velour with felting and extra heavy padding, giving a luxurious effect, and the entire arrangement and decorating scheme af-

ford a suitable background for the displays of women's ready-to-wear and other furnishings.

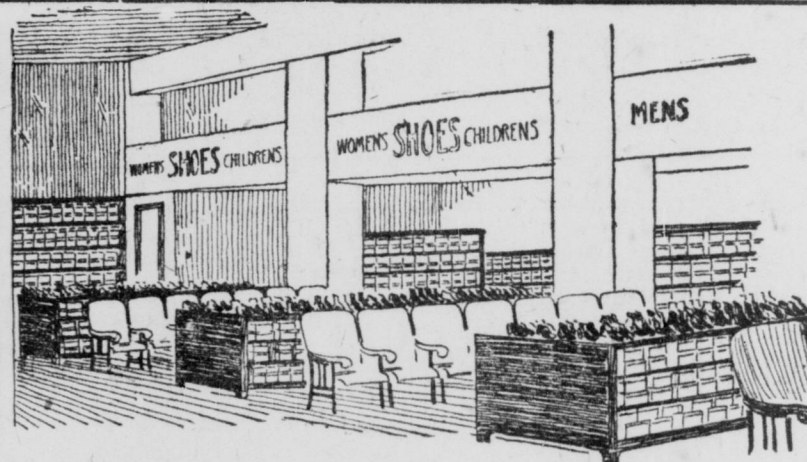
### Psychology Enters Into Arrangement.

In planning the arrangement of the store, the fact that women like plenty of space in which to look around while buying was taken into consideration and for this reason a large floor space was devoted to this department. Physiological reasons again entered into

putting the men's ready-to-wear and furnishings on the first floor to the front, for it has been recognized that men wish to go into a store, make their purchases and leave the store soon as possible, and for this reason all possible has been done to expediate the service in this department. Men dislike riding in elevators and especially being thrown into contact with women while they are on a buying tour, so the men's department has been placed in easy access

and away from the other departments.

Everything possible has been done in arranging the departments so that the customer, whether man, woman, or child, may shop in a position that would be his natural choice, for The Fair recognizes that it is the buying public that has made possible the great expansion in the store and the management intends that the customers of the store shall help to reap the rewards of success.



## Dependable Shoes for the Entire Family

### Featured in Our Popular Priced Shoe Section

This well equipped department is located at the rear of our store on the main floor. This department is alert and ready to serve its customers with a complete stock of footwear for the entire family, keeping abreast with the times with every new style tendency at a time when it is new. Of special interest is the elaborate showing of new fall styles for women. Smart looking low shoes will be popular for girls; sturdy and durable are the Fair's boys' shoes. The Fair's Men's Shoes appeal to those who want quality and durability at a popular price. The proper fitting of shoes is a problem that can be solved only by experts. For that reason the Fair organization has been careful to engage only experts in this department. Give them a trial.

—The Fair



## A Larger and More Spacious Women's Furnishings Department

Convenience for patrons is keynote of arrangement. Located at the front of the store on the main floor. Complete stocks of Blouses, Sweaters, Hosiery, Knit Underwear, Silk and Muslin Underwear, Gloves, Corsets. Displaying everything that is new and up to the minute in quality merchandise at popular prices. At the rear of this department, for your convenience, is arranged a complete stock of Girls' Dresses and Furnishings, House Dresses and Aprons. Each department is equipped with modern dustproof fixtures, cash registers and wrapping station, insuring you of receiving clean merchandise and prompt service.

—The Fair



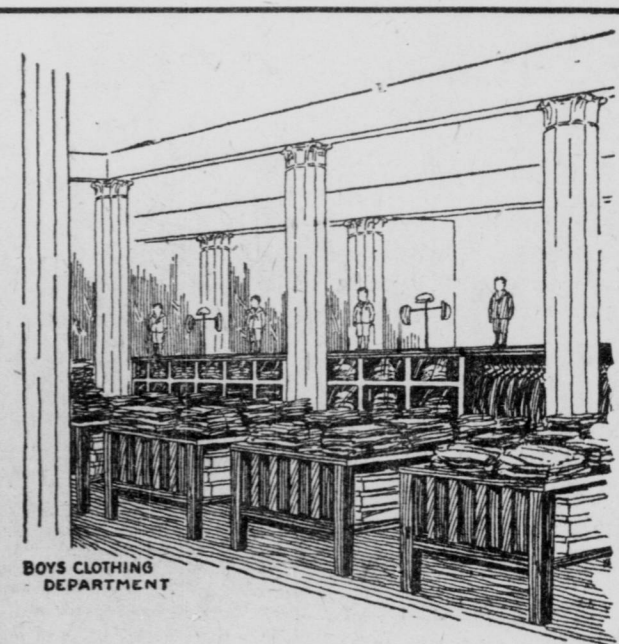
## Introducing the New Baby Shop

Located on Main Floor Just  
at the Rear of Elevators

Everything for the Infant from birth to two years of age. Completely stocked with quality merchandise at popular prices. Arrangements and location lends a touch of privacy. Furnished with dust-proof fixtures.

An ideal place for mother to shop.

—The Fair



## Boys' Department at the Fair

Carries a Complete Stock

Every piece of apparel for the boy's wardrobe found in a special section on the main floor. This department includes the most up-to-date boys' clothing and furnishings at moderate prices to be found in Indianapolis. Two-piece suits reign in popularity and are shown in the newest fall styles, tailored up to the Fair standard of quality. Juvenile suits are shown in a large variety of styles. The completeness of this department will be appreciated by many parents in outfitting their boy for school this week. Attend the opening, let's get acquainted.

—The Fair



A Larger and More  
Convenient

## Men's Furnishings Department

So large and complete is this department that it is almost a store itself. Two very important features is a splendid location near our west entrance on the main floor and its quick and efficient service made possible by the use of individual cash registers and wrapping desk. Here you will find a complete display of men's quality shirts, ties, socks, underwear, hats and caps at prices you can well afford to pay. Come tomorrow, we are expecting you.

—The Fair

## A Conveniently Located Men's Store on the Main Floor

Large—Spacious and  
Beautifully Furnished

For years The Fair has enjoyed a reputation for having one of the best popular priced clothing departments in Indianapolis. Now this department has been enlarged to the extent that it is one of the most complete stores for men in the city. Fair Clothing has already won the confidence of thousands of Indianapolis men, as to style, quality and durability that are hard to beat. Men customers will find this department completely stocked with an extensive assortment of smartly tailored clothing in the new fall styles. Young men and high school students will be especially pleased with the showing of Smart Sport Clothes. Overcoats in the new fall colors and styles are now ready for your inspection at lowest prices. We invite you to attend our opening and get better acquainted with this new, larger and better men's shop.

—The Fair