

The Fair's 3rd Annual Birthday Sale



311-325 West Washington St.

The Store of
Greater
Values

Toilet Goods Specials

Saturday Only

Pebeco Tooth Paste	29c
50c Size	
Mavis Talcum Powder	15c

Djer-Kiss Face Powder	35c
All Shades	

Visit Our BEAUTY PARLOR

located on Balcony at rear
of main door. First-class
operators are in charge.
Shampooing, Dressing, Face
Massages, Scalp Treatments,
Manicuring and Children's
Hair Cutting. Also a complete
line of new-style hair
grooming. Call Main 4999 for
appointments.

Advance Sale of 500 Luxurious Cloth Coats, Elaborately Fur Trimmed

\$100 and \$75 Qualities in the Birthday Sale at



Ready-to-Wear Department
Second Floor—Take Elevator

MATERIALS

Gerona, \$50
Fashona, TRIMMED
Velverette, Platinum,
Xcello, Fox,
Stevana, Black Wolf,
Pantalone, Squirrel,
Beaver,
Kit Fox

50

These are all new models of rare elegance and beauty. A magnificent collection much under price. Colors include black, navy, brown and kit fox.

Sizes 16 to 46

Fur-Trimmed Bolivia Coats

Beautifully Silk Lined—Sale Price

We have assembled a remarkable
showing at this low price. Colors
are black, navy, grey and brown,
Sizes 16 to 44. Saturday only.

25

Saturday—The Last Day of the
Fur Sale for Opening Week

\$1,000 Eastern Mink Coat	\$695
A wonderful garment of beautifully matched skins, expertly made. Must be seen to be appreciated.	
\$600 Squirrel Coat	\$395
Beautiful long, extra full model, splendidly made and luxuriously silk-lined. Birthday Sale Price,	
\$400 Hudson Seal Coat	\$295
Made of lustrous black pelts, long tube and other models. Trimmed with squirrel, beaver or skunk.	
\$300 Jap Mink Coat	\$195
Made of elegant striped skin, beautifully matched, richly silk-lined. Last day sale price.	
Northern Seal Coat	\$100
EXTRA SPECIAL, squirrel trimmed.	
\$150 Muskrat Coat	\$85
Made full and long of perfectly matched skins. A beautiful garment.	
\$50 FRENCH CONEY COATS: sale price.....\$25	
FOXENE CHOCKERS.....\$6.95	
SQUIRREL CHOCKERS.....\$6.95	
\$100 PLATINUM FOX SCARF: sale price.....\$49.75	
—Second floor.	

Just Arrived—First Large Shipment
of Women's and Misses'

New Fall Skirts

Clever Plaited,
Tailored Novelties
and Twills

Priced
in the
Birthday
Sale at

5

\$5 Wool Pleated Skirts
Splendid quality skirts
for fall wear. Colors
are brown, grey and
maple.

A Huge Purchase Brings an
Exceptional Sale of Women's

Sateen Princess Slips

Offering a Splendid Opportunity to Supply
Your Needs at a Saving

Black	88c
Blue	
Brown	
Pink	
White	

These beautiful costume slips were made to
sell in a regular way at \$1.50.
They are fashioned in bodice styles with
shoulder straps of an excellent quality of lus-
trous sateen, and are neatly finished in every
detail. All sizes.

Women's Envelope Chemise
Splendidly made of fine sheer
batiste, bodice top, lace trim-
med. Flesh or white. Birth-
day Sale price.....

39c

Sale of Stout Women's Apparel

\$50 Stout Bolivia Coats	\$39.75
\$25 Smart Polo Coats	\$10.00
\$25.00	
Stout sizes 43 to 55. Lustrous material in smart plaiding effects.	
Just the coat for early fall wear. Stout sizes 43 to 55.	
—Second floor.	

Stout Canton Crepe Dresses	\$12.00
New models that are youthful and dainty. Stout sizes 43 to 55.	

Stout Silk Tricot Dresses	\$5.00
Pleated and tail- ored styles. Sizes 32 to 50. waist.	

Gingham Dress Sale

First Showing of New Fall House Dresses, Remarkable
Values as a Result of a Fortunate Purchase.

Birthday Sale Price

Women will appreciate this splendid showing.
There are long and three-quarter sleeves in a host
of new and different styles, checks, plaids and
stripes. In many colors. Organdy, embroidered
and plain trimmed. A large section of our main
floor will be given to this sale. Regular and stout
sizes.

1.98

IN celebrating the opening of this building three years ago, in appreciation of your past patronage, and to better acquaint you with our newly enlarged store, we begin tomorrow, Saturday, a sale that will surpass all former events in value-giving. All Indianapolis and our thousands of customers are invited to attend.

Store Opens at 8:30
A. M. Come!

Tomorrow We Feature an Advance

Sale of Bathrobes

A Fortunate Purchase Brings
Most Remarkable Values

Beautiful
Persian
Designs
that were
made to
sell at
\$3.50, now

2.29



Choose from a splendid assortment of patterns,
trimmed with pockets, braid and tassels cord.
Wonderfully made of heavy quality blanket
cloth. Beautifully designed, in Persians, and
floral patterns. A large assortment of dark colors.
It is not too early to anticipate your gift-
giving needs when you can buy such robes as
these so reasonable. All sizes for women and
misses.

Another Purchase and Sale of Liberty Brand Dress Aprons

Priced Regularly From \$1.25 to \$1.50,

66c

A generous assortment of lat-
est, most beautiful styles in a
wide range of colors and de-
signs.

Gingham
Percales
Cretonnes

There are belted models, sash
backs, square necks, round
necks, V-necks and others
trimmed with buttons, pockets
and braid. Some are made of
ginghams and cretonne combi-
nations, others of checked
ginghams, and others of solid
color percale, trimmed with
hand embroidery designs.

Sale Extraordinary Women's Purses

Genuine
Leather
Bags and
Vanity Boxes

1.00

To introduce this new department
manufacturers have co-operated with
us and have let us have some very
wonderful bags that are worth
many times this price. There are
over 20 styles to select from.

Another Big Millinery Event

We Have Just Received a Wonderful Shipment of

Sample Trimmed HATS

to sell at a price that will make tomorrow another busy day
in our new large Millinery Department on the second floor.

Matron Hats
Misses' Hats
Tailored Hats
Dress Hats
Sport Hats
Street Hats
and Sailors.

1.95

Come Early
for a Choice
Selection.

Hundreds of women have bought the best hat values they have ever seen in
this new department. Tomorrow many more will have this same opportunity.
If you anticipate buying a new fall hat and had intended paying many times
this price, do not fail to attend this sale Saturday, for the hat you want is
here for only \$1.95.

Extra Salesladies to Handle the Crowds.

—Second floor.