

Store Open Saturdays Till 9 P. M.

The Fair's 3rd Annual Birthday Sale



311-325 West Washington St.

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 floor. First-class operators are in charge. Shampooing, Marcelling, Face Massage, Scalp Treatments, Manicuring and Children's Hair Cutting. Also a complete line of new-style hair-groom. 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,
Fashiona,
Velverette,
Xcello,
Stevana,
Pantalure

\$50

FUR TRIMMED
Platinum,
Fox,
Black Wolf,
Squirrel,
Beaver,
Kit Fox

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

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!

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

- \$1,000 Eastern Mink Coat
A wonderful garment of beautifully matched skins, expertly made. Must be seen to be appreciated. } \$695
- \$600 Squirrel Coat
Beautiful long, extra full model, splendidly made and luxuriously silk-lined. Birthday Sale Price, } \$395
- \$400 Hudson Seal Coat
Made of lustrous black pelts, long tube and other models. Trimmed with squirrel, beaver or skunk. } \$295
- \$300 Jap Mink-Coat
Made of elegant striped skin, beautifully matched, richly silk-lined. Last day sale price. } \$195
- Northern Seal Coat } \$100
EXTRA SPECIAL, squirrel trimmed.
- \$150 Muskrat Coat
Made full and long of perfectly matched skins. A beautiful garment. } \$85
- \$50 FRENCH CONEY COATS: sale price.....\$35
- FOXENE CHOCKERS.....\$6.95
- SQUIRREL CHOCKERS.....\$6.95
- \$100 PLATINUM FOX SCARF: sale price.....\$49.75
- \$100 LUXURIOUS SEALINE COAT
Made of beautiful pelt, richly silk lined. Birthday Sale price— } \$50
- \$100 NORTHERN MARMOT COAT—Handsome silk lined.....\$69.75

A Supreme Sale of New Fall DRESSES

Models That Are Individual and Different—Birthday Sale

Beautiful Dresses that are practical for all Occasions } \$15 Dresses that will meet the approval of the most fastidious.



Fashioned of Such Beautiful Materials

Canton Crepes—Satins—Flat Crepes
Poiret Twills and Wool Crepes

Clever Styles and Trimmings
Tiers—Pleats—Ruffles—Basque—
Beaded—Paneled and Laces

With colors of unusual beauty, such as the new autumn brown, the popular navy, black, otter and oakwood. A remarkable collection that will add to the reputation of the Fair as the store of greater dress values.

Women's and Misses' Sizes

—Second floor.

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 latest, most beautiful styles in a wide range of colors and designs.

Ginghams
Percales
Cretannes

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 combinations, others of checked ginghams, and others of solid color percale, trimmed with hand embroidery designs.

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. } \$2.95



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 lustrous sateen, and are neatly finished in every detail. All sizes.

Women's Envelope Chemise

Splendidly made of fine sheer batiste, bodice top, lace trimmed. Flesh or white. Birthday Sale price..... } 39c



Sale of Stout Women's Apparel

- \$50 Stout Bolivia Coats } \$39.75
- \$25 Smart Polo Coats } \$10.00
- Stout Canton Crepe Dresses } \$25.00
- Stout Silk Tricosham Dresses } \$12.00
- Stout Fall SKIRTS } \$5.00



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

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 25 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

Hats in every Wanted Style. The Season's New Colors. Smartest Trimmings.

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.

