

STORE OPEN UNTIL 9 O'CLOCK SATURDAY NIGHT

"The Fair" 311-325 West Washington St. Our Only Store - No Connection with Any Other Store Anywhere.

Toilet Articles
Specially Priced for Saturday

"Cutex" Manicure Sets \$3.95
\$1.00 "Coty's" Perfume, asst. Odors. 77¢
"Pond's" Cold Cream 17¢
"Pond's" Vanishing Cream 17¢
"Woodbury's" Facial Powder 24¢
12 Bars "Plavano" Olive Soap 35¢
The Fair—Main Floor

Clean-Up Girls' Spring Coats
While They Last

The cleverest styles of the season; all fabrics and colors. Sizes 6 to 14. Choice, Up to \$5.00 Girls' Coats, now \$1.95
Up to \$12.50 Girls' Coats, now \$7.95

The Store of Greater Values
THE FAIR
311-325 West Washington Street

Misses' Lovely Graduation Dresses
Perfectly adorable dresses of rich Georgettes, flat crepes and other sheer materials. All sizes specially priced at—
\$9.75—\$15—\$25
White Voile Dresses, all sizes \$5.00

Girls' Silk Dresses
Fashioned of Beautiful Crepe de Chine and Taffetas
All sizes for girls, 7 to 14 years. Up to \$12.50 qualities.
Just imagine, smart new spring dresses, beautifully finished, rich in material, with ribbon and embroidery at savings that almost equal their special low price of.....
6.98



The Season's Greatest Coat Sale!

—Quick Action—A Wonderful Purchase and the determination to give the women of Indianapolis and vicinity the Coat Surprise of their lives has resulted in offering the cream of the season's Coat Values at a price that is positively sensational—Every New Material—Every New Color—Every New Style. We realize hundreds of women are ready to buy. They are all seeking the very best values possible.

Here Are the Coats Actually Worth up to \$35!

Your Choice, Tomorrow

Every coat is perfectly made and hand finished—materials are high grade in the season's most desired shades. Coats that look fine, wear well and give the best of satisfaction.

50 Faille Silk and Satin COATS

Silk-Lined—Flare, Semi-Flare and Straightline.

72 Twill and Suedora COATS

—Many with Fur Borders—Extremely Smart Styles

114 Poiretsheen and Kasha COATS

Beautiful Models—Plain or Dashingly Trimmed.

Remember—All Sizes for Women and Misses, 16 to 44 and 46 to 54—Plenty Larger Sizes

Up to \$10.75 Coats

A Wonderful Selection—Hundreds of Them in Every New Style, Material and Color

Coats for women, coats for misses and youthful slenderizing models for the woman who is inclined to be a bit stout. All favored materials, styles and the newest colorings. All are handsomely lined. While they last
All Sizes—16 to 44 and 46 to 54

5

Coats That Formerly Sold up to \$50

Reduced to

\$22.50

—Very smart, exclusive models, supremely tailored in the season's favored materials, trimmed with luxurious fur or adorably embroidered.

All Sizes 16 to 44 and 46 to 54

Up to \$20 Coats

Almost Unbelievable Values at This Low Price—Early Selection Is Advised.

Think of the Rack after rack of these splendid coats at one-half their original low prices. Stunning new styles carefully fashioned of choicest materials. All the latest fur-bordered, appliqued and embroidered effects.

All Sizes—16 to 44 and 46 to 54. Plenty Larger Sizes

10

We have arranged the coats to avoid overcrowding as much as possible. The racks will be placed far enough apart so that you may see the garments easily. Extra salespeople.

87 Fine Embroidered COATS

—Many in Novelty Fabrics.

164 Extra Size COATS—42 to 54

—Youthful Models—Beautifully Finished.

107 High-Type Sample COATS

The Cream of the Season's Styles, Fabrics and Colors.



Tomorrow, Saturday, Only

Sale of Lovely Sample Dresses

Dresses Actually Worth Up to \$25—Choice

14



Stylish Stout Apparel

Specially Priced for Saturday

(Beautiful Stout Size)



Silk Dresses \$10

Skilfully created in rich silks in solid colors and smart prints, on slenderizing lines that are very becoming to the woman of stout.

All Sizes 48 to 85

Stout Size Dress Coats \$10

A marvelous display of strictly all-wool dressy tailored and swagger Sport Coats. These splendid garments will delight the heart of every fashion-loving woman.

All Sizes 48 to 85

Smartly Tailored, Stout Size POIRET TWILL SUITS \$25

Specially designed Suits in the smart long tailored models. Navy, black, tan and gray.

All Sizes 48 to 85

New, Stout Size BLUE SERGE SKIRTS \$2.95

Fashioned of fine all-wool serge in scores of the season's smartest patterns and colors.

All Sizes 48 to 85

New Broadcloth Dresses

Regular \$5.00 Qualities for Women and Misses All Sizes, 36 to 52—Choice

2.69

Lovely dresses of genuine imported English plain and hand-striking styles in beautiful vivid shades of green, rose, blue, turquoise, orchid, powder blue and white.

All sizes, 36 to 52. Choice.....



Women's APRON FROCKS

Tomorrow, Saturday Only

77c

Of beautiful quality checked ginghams. Pretty trimmed with rick-rack and embroidery. Regular and extra sizes.

Choice.....

Women's Gingham Petticoats

Regular and Extra Sizes

44c

Exceptionally well made of fine quality dark striped ginghams. Regular and extra sizes.

While they last.....

Saturday Surprise Specials!

Quantities in Many Instances Are Limited—Early Selection Advised

Women's Linene Street Dresses \$1

—Cool and Comfortable—While They Last.....

Women's Suspender Skirts \$1

—Beautiful Patterns and Colorings—While They Last.....

Women's Khaki Knickers \$1

—Full Cut and Roomy—While They Last.....

Women's Tweed Knickers \$2

—Get Yours Now for the Races and Vacation Days—The Pair.....

Women's Wool Crepe Skirts \$2.95

—Regular \$5 Wool Crepe Pleated Skirts—While They Last.....

The Fair—Apparel Department—Entire 2nd Floor

Another "Wonder-Value" Sale
Sample Hats
—Beautiful Styles—Beautiful Colors
—Sport Hats—Dress Hats—Hats for Street and Business Wear
All Reduced for Quick Selling
3



Millinery Dept., Second Floor—Take Elevator.

Clean-Up—Girls' Dressy Hats \$1

—Smart Styles—Beautiful Colors and Materials—Large and Small—Choice

3

—The Materials and Trimmings are decidedly New and Fashionable—Rare Hat Values. While they last.....

3

Family Underwear
Underwear for "Dad," for Mother and the Kiddies
39c



All Assembled From Higher Priced Lined. All at One Price.

39c

Women's Knit Union Suits
Full cut and roomy—Smoothed or crocheted top—tight or loose knee—All sizes, while they last.....

39c

Boys' and Girls' Ath. Union Suits
—Large and small checkered quality nainsook—All sizes for boys and girls.....

39c

Boys' and Girls' Outsize Union Suits
Tailored or crocheted tops—tight or loose knee—All sizes, 46 to 52, the suit.....

44c

44c

44c

44c

500 New, Fashionable Leather Purses
And Smart Pouch Bags

Wonder Values at—

—Beautiful leather and novelty under-arm purses, with mirror and coin section. All are beautifully lined. Remarkable savings. Choice—

88c

New Beaded and Leather Pouch Purse
Specially Priced at

—Smart beaded pouches in various color combinations. All are splendidly made and prettily lined. Choice.....

1.88

1.88

1.88

1.88

—Specially Priced Tomorrow, Saturday, Only—Regular \$15.00

Imported Race and Bird Glasses, \$10

—Every Race Fan—Every Traveler—Tourist and Boy Scout should have one. Each pair is a genuine imported glass and of real optical value

Genuine Prism BINOCULARS \$10—\$15—\$25

—Optical Department, The Fair Balcony



500 New, Fashionable Leather Purses
And Smart Pouch Bags

Wonder Values at—

—Beautiful leather and novelty under-arm purses, with mirror and coin section. All are beautifully lined. Remarkable savings. Choice—

88c

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