

# BLOCKS JANUARY SALES

## THE BASEMENT STORE

### '16.50, '19.75 and '25 DRESSES

For Women and Misses

January Sale Price **\$10.95**

We have only 37 dresses to offer in this group so it is important to make an early selection. This broken lot allows a choice of satins, georgettes and flat crepes in a number of interesting combinations and a varied assortment of colors. In one and two piece styles. Lace, material of contrasting color, odd buttons, pins and unusual necklines are effective trimming mediums.

### '11 and '12.75 DRESSES

For Women and Misses

January Sale Price **\$8.95**

A new purchase that arrived just in time for the January sales enables us to offer these frocks, which are exact reproductions of much higher priced models, as outstanding values. Fashioned of georgettes, flat crepes and prints in a beautiful assortment of colors and color combinations.



### 72 Sample Dresses

For Women and Misses

Original Samples of \$35, \$40 and \$50 Qualities—Sale Price

**\$16.95**

Women who appreciate style and economy will realize the value of these frocks—Fashioned on extremely modish lines of flat crepes, georgettes, cantons and satins in a variety of the more popular colors of the season.

Below Manufacturer's Cost

It is not often that the women of Indianapolis are offered the opportunity of purchasing new frocks of such high caliber at far below the actual manufacturing costs! The purchase of a sample line that was being closed out, and which consisted of duplicates of dresses that sold for almost twice and even more than twice our retail price, enables us to offer you these marvelous values!

\$40.00 and \$50.00

For Women! **COATS** For Misses!**\$28.00**

Richly Fur-Trimmed

An exceptional group of coats modishly fashioned of suedes, velours, broadcloths and novelties in a number of becoming styles. Luxuriously trimmed with the season's most popular furs including French beaver (coney), fox, fox paws, wolf, manchurian wolf (Chinese dog) and vicuna.



\$25, '30 and '35

For Women **COATS** For Misses**\$18.00**

Just 187 Coats

Now is the time to buy a smart model at a fraction of its regular selling price! This group features such fabrics as broadcloths, suedes, velours, mixtures and novelties, all elaborately fur trimmed. In black, deer, brown, tan and many other popular and practical colors.



### 328 Superb New DRESSES

Sizes 16 to 20, 36 to 44 and 46 to 50. **\$5.00** For Women For Misses

A special selection of 328 frocks fashioned of silk and wool, fine satins, flat crepes and crepes de chine in a variety of colors and patterns including new hair line stripes, and prints. Every dress in the group is beautifully designed and a special value.

### \$5 and \$6 Smart DRESSES

For Women **\$3.00** For Misses Sizes 16 to 20 Sizes 36 to 42

Dozens of pretty styles from which to choose models that are practical for shopping, school, street or office wear. Developed in fine all wool jerseys, all wool flannels, Janet crepes, satins and novelties. In navy, black, brown, red and blue.

### Just 25 of These Sports Jackets

For Women and Misses!

\$5.00 Quality **\$1.00**

Of all-wool mackinaw coatings and soft cotton suedes. In practical sports styles with button fronts and patch pockets.

### Just 10 Wool Lined Leather Jackets

\$19.75 Quality **\$3.95**

Coats for women and misses that are very practical for sports wear. Finished with all-wool linings with sleeves to match the lining.

**\$1.00** Crash Wash Suits for Boys, 2 for **\$1.25**

Ages 2 to 6. Warm, comfortable suits for little tots.

**100** Cotton Flannel Suits for Boys, **39c**

Ages 2 to 6. Two piece style suits in attractive colors.

**10** Broadcloth Coats for Infants, **\$5**

Ages 1 to 3. \$10, \$12.75 and \$15 qualities.

**100** Pieces of Silk Lingerie, **\$1.19**

\$2 Quality. Steppings and envelope chemise; lace trimmed.

### Chinchilla Cloth Coats for Little Tots

\$5 Quality 1/2 Price **\$2.50**

Ages 2-3-4 only. Smart coats fashioned of chinchilla cloth and lined with cotton suede. Developed in double breasted style with cable stitching.

### House Dresses

For Women and Misses

\$2.00 Quality **\$1.00**

Broken assortments of chambrays, ginghams, cotton pongees and novelties in a score of styles that will appeal to any woman.

\$16.50, \$19.75 and \$25.00

For Women **COATS** For MissesSmart New Models! **\$14.00** Worth While Values!

This group of coats is especially appropriate for sports wear. Fashioned in clever mannish styles of such popular fabrics as broadcloths, bolivias and novelties.



### \$10.00, \$12.75 and \$15.00 COATS

For Women and Misses! **\$8.00** Superb Values!

A smart selection of coats fashioned of velours, mixtures and suedes with lovely collars of fur. These models were taken from higher priced groups and are excellent values at the price quoted.



## Big Hosiery Sale!

For Women and Misses

### \$1.00 Westcott Stockings

Sizes 8 1/2 to 10. Strictly first quality hose in chiffon and service weights with pointed or square heels. Narrow lister garter welts. In a variety of light colors. **69c**

### Full-Fashioned Silk Hose

A group of hose that we have gathered from odd lots and discontinued numbers, and are selling very reasonably to insure quick clearance. Broken assortment of sizes and colors. **59c**

### Genuine "Bemberg" Hose

Sizes 8 1/2 to 10. Slightly irregular service weights in a make of hose that is very well known. Full fashioned, with square heels; in an assortment of colors. **59c**

### \$1.00 Pure Silk Hose

Strictly first quality. Fashioned with narrow lister garter welts. **39c**

### Mesh Hose

Sizes 8 1/2 to 10. In broken color assortments. 59c quality. **29c**

### Rayon and Cotton Hose

Sizes 8 1/2 to 10. Broken color assortment. Broken lots of 50c quality hose. **29c**



## Sale! Men's Shirts 97c

Sizes 14 to 17. 1,800 Excellent quality shirts of fine broadcloth, madras and percale. Well tailored in collar-attached or neckband styles with long pointed collars; wide center pleat. In desirable colors and patterns.

**Men's \$3.95 All-Wool Sweaters \$2.95**

Sizes 36 to 46. Black only. Snug fitting models in crew neck style to be worn under coats.

**Men's Union Suits 89c**

Sizes 36 to 46. Medium weight, excellent fitting suits, in long sleeve, ankle length style. In ecru color.

### Men's Neckties 55c — 3 for \$1.50

\$1.00 Quality. In a vast assortment of patterns and colors. Well tailored; in large shapes.

## "Mohawk" Bleached Sheets

The name "Mohawk" needs no introduction to the value seeking women of Indianapolis.

81x99 Inches **\$1.39** 81x90 Inches **\$1.29**

### "Mohawk" Pillow Cases, Each

The companion to the above sheets. Excellent wearing qualities. Each **35c**

### "Pepperell" Unbleached Sheetting

81 Inches wide. This nationally known brand priced per yard **44c**

### Unbleached Sheetting

81 Inches wide. Closely woven material that will give splendid wear. No phone, mail or C. O. D. orders taken. **29c**

### Longcloth 22c Quality, Yard

36 Inches wide. A fabric specially finished for women's and children's undergarments. **17c**

### Unbleached Muslin 12 1/2c Quality

38 1/2 Inches wide. Soft finish; desirable for curtains, mattress covers and general use. **10c**

### "Hope" Bleached Muslin

36 Inches wide. With a fine soft weave. Limit, 10 yards to a customer. No phone, mail or C. O. D. orders taken. **12 1/2c**

### Pillow Tubing

Soft finish fabric that launders well. Specially priced per yard.

40-Inch Width **26c**

36-Inch Width **24c**