

# BLOCKS BASEMENT

*Sale of 10,000 Soft*  
**Arrow Collars**  
*For Men and Young Men*  
**2 for 25c**

*Sub-Standards of 3 for \$1 Quality*

*Sizes 14 to 17. Collars in the popular Aratex, Tate, Art, Rand, Berks and Times styles. Supply your season needs now.*

**Men's Fancy All-Wool Slipover Sweaters**  
**\$2.19**

*Fine quality sweaters for golf and sports wear in a variety of weaves and colors. V, round or crew neck styles.*

**Men's Athletic Union Suits**  
*Sizes 36-46. Of fine soft pajama check. Sleeveless, V-neck, knee length and elastic insert in back. Cut*  
**65c**

**Men's 25c Mercerized Hose**  
*720 pairs of good quality hose in plain colors. Ribbed tops; reinforced at all points of wear. Usually low priced. Sizes 10 to 11½.*  
**15c**

**CRETONNES**  
*25c and 59c Qualities*  
**Extra Special**  
**18c**

*Sale Price*  
*A dazzling variety. Colors galore and designs of every description. This unusually low price makes it possible for you to redecorate every room.*

*Cretonnes for Draperies Cretonnes for Beach Coats Cretonnes for Pillows Cretonnes for Furniture Coverings*

**3,000 Yards**  
**Percale Prints**  
**Sale Price 15c Yd.**

*36-inches wide. A great array of patterns and colors in figures, stripes and fancy effects on light grounds.*

**DRESS GINGHAM**—26 inches wide; small and medium plaid. **Sale Price** ... **Yd. 8c**

**VOILE**—39 inches wide; 29c and 25c qualities; in new pastel shades. **Sale Price** ... **Yd. 19c**

**SEAMLESS BLEACHED SHEETS**—81x90 inches; of closely woven sheeting. **Sale Price** ... **ea. 89c**

**BLEACHED SHEETING**—81 inches wide; closely woven; excellent quality. **Sale Price** ... **Yd. 33c**

**PILLOW TUBING**—42 inches wide; of soft linen like finish; extra special. **Sale Price** ... **Yd. 22c**

**Raincoats**  
*For Women and Misses*  
**Sale Price 69c**

*Just 25 in the Lot*

*Of imitation leather or of rubber surfaced material. Slightly soiled. Limit one to a customer.*

**French Marquise**  
**Sale Price 12½c Yd.**

*39 inches wide. Soft finish; in the desirable ecru; ideal for glass curtains. (No phone orders.)*

**UNBLEACHED MUSLIN**—36 inches wide; suitable weight for mattress covers, etc. **Sale Price** ... **Yd. 10c**

**BLEACHED MUSLIN**—36 inches wide; soft longcloth finish for lingerie, etc. **Sale Price** ... **Yd. 12½c**

**SUMMER COMFORTERS**—72x84 inches; dotted mull covering; dainty flowered patterns. **Sale Price** ... **ea. \$4.50**

**MOSQUITO NETTING**—58 inches wide; black, white and colors; 8-yard bolt. **Sale Price** ... **95c**

**TABLE OILCLOTH**; figured or plain; for pillows, window shades, etc. **Sale Price** ... **Yd. 34c**

**200 Tweed Coats**  
*For Rain Wear and Motor Wear*  
*Smart tan or gray rain-proof tweeds, rubberized inside. Look like street coats, yet practical for motor wear. In sizes*  
**PRICE\* 2.95**

*Anniversary Sale of 100*  
**SPRING COATS**

*\$10, \$12.75 and \$15 Qualities*

**\$4.99**

*For Small Women and Misses*

*Trimly tailored models, smart fur-trimmed effects of tweeds, mixtures, chines, twills and novelties. Ideal for cool summer evening and early fall wear.*

**Also Summer Sport Coats**  
*Featuring the popular pastel color coat of attractive basket weave material at remarkable price reductions. In white, peach, nile and pink. SALE PRICE* ... **\$4.99**



**1st**

*Real Basement Store in Indianapolis*

*Another year of successful growth proves that the ideals upon which Block's Basement Store was founded were correct, and that it is THE Outstanding Basement Store. No matter how little you pay for an article in Block's Basement Store, it must be of desirable quality in order to find a place on our counters, racks or shelves.*

*Past Experience Has Proved Our Basement Store Policy So DESIRABLE MERCHANDISE of the B LOWEST POSSIBLE CON*

**100 New Fur Scarfs**

*Sale Price*

**\$14.95**

*Full Animal Pelts*

*Soft silky red foxes, finely marked, and large fluffy wolf scarfs in beige, badger, platinum and blue fox shades. Lovely furs with large brushes and paws; reduced to almost one-half of their original selling price for this Anniversary Sale.*

**Girls' Wash Dresses, 59c**

*Sizes 7 to 14*

*Dresses for playtime and summer morning wear; of a variety of materials including dimities, piques, and gay novelty prints.*

**LINGERIE for Girls**

*Sale Price*

**39c**

*50c and 59c Qualities of lingerie including gowns, slips, bloomers, panties and athletic suits priced very low.*

*Imported Hand Embroidered muslin gowns made in 39c Porto Rico. Sizes 8 to 14.*

*Muslin Princess Slips; lace and embroidery trimmings. Sizes 4 to 12.*

*Panties; good quality rayon; cut full size for comfort. Sizes 4 to 12.*

*Bloomers; excellent quality rayon. Cut full and roomy. Sizes 4 to 12.*

*Athletic Underwear for boys or girls; good quality cross bar material. Sizes 4 to 12.*

*Every garment in these wonderful groups of lingerie for girls is an outstanding value in this Birthday Celebration.*

**Knickers and Jackets for Women and Misses**

**\$1.29**

*Regular \$1.95 and \$2.95 Qualities. Every one a "Tom Boy" Make.*

*Take advantage of our Anniversary Sale and buy your Outing Suits now for camp wear, hiking or outing trips during vacation time.*

*Both Jackets and knickers of Khaki Linens Beechcloth Imitation Linens.*

**Girls' DRESSES**

*\$5 and \$6 Qualities*

**\$2.95**

*Sale Price*

**2.95**

*A large manufacturer closed out his salesman's samples to make this a supreme event. In this splendid group are featured dresses for early fall school wear, street dresses and dance frocks.*

*COLORS—Peach, maize, pink, light blue, coral, goya, navy, tan, beige and also white.*

*MATERIALS—Flat crepes, crepe de chines, georgettes, prints and many novelties.*

**DIAPERS**

*Package of 10*

**\$1**

*Size 27x27 In.*

*Of heavy quality cotton outing flannel; 10 diapers packed in a sanitary package.*

**Birthday Sale of**

*Just 200 of These \$5, \$ Qualities*

*VERY SPECIALLY*

**2 for \$**

*OR ONE DRESS*

*Intriguing prints, flattering*  
*cal flat crepes and many po*  
*delightful variety of styles*  
*lots taken from our*  
*group of dresses rep*  
*ent with the policy*  
*Store.*

*It's Maximum Value Per Doll*

*Block's Basement*

*1,000 New Sleeveless*

**Summer Frocks**

**Sale Price \$3.95**

*A Very Special Purchase*

*Serviceable, yet attractive summer frocks just arrived for this Anniversary Event. Featuring flat crepe, prints and washable silks in light summer shades.*

**Anniversary Sale of 1,000**

**White**

*A Maker of Better Hats Took a*

**\$1.6**

*Pastel-Colored and High-Shade Feits are also Included! All Wanted Head Sizes.*

**Raincoats**  
*For Women and Misses*  
**Sale Price 69c**

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*Of imitation leather or of rubber surfaced material. Slightly soiled. Limit one to a customer.*

**200 Tweed Coats**  
*For Rain Wear and Motor Wear*

*Smart tan or gray rain-proof tweeds, rubberized inside. Look like street coats, yet practical for motor wear. In sizes*

**PRICE\* 2.95**

**9c Striped Awning Material**

**Sale Price 39c Yard**

*Remnants in 2 to 10 yard lengths, of beautifully colored canopy material. Very special.*

**Just 100 Women's and Misses' Bathing Suits**

*Take advantage of these hot days and enjoy a swim in one of these worsted suits, one-piece style. No one need to be without a suit with these offered in this Birthday Celebration*

**99c**

**Shadow Lace Panels**

**Sale Price 59c Each**

*36-Inch width, 2½ yards long. Varied and attractive designs pretty summer patterns.*

**"Bemberg"**

*1,000 Pairs of genuine Bemberg purchased for this event. They look like silk, but wear longer than silk.*