

BLOCKS BASEMENT

BIRTHDAY ANNIVERSARY

We Invite You to Share in These Marvelous Birthday Values That So Fittingly Mark the 17th Anniversary of Indianapolis' First Real Basement Store!

We Aim to Continue Always With Our Proven Basement Store Policy of Offering Quality Merchandise at the Lowest Possible Prices!

A Sample Line of
SILK LINGERIE

\$3, \$4, \$5 and \$6 Qualities

Sale Price **\$1.99**

Step-ins, Chemise, Bloomers, Gowns, Dance Sets and Combinations in tailored or lace trimmed styles. Truly lovely merchandise presenting only one or two garments of a kind. For women and misses.

Sanitary Napkins

Sale Price **12c** Box

A deodorized soft cellulose napkin; 12 to a box. Limit of two boxes to a customer.

Bandeaux and Brassieres

Sale Price **39c**

Broken assortments from higher priced stock. Of silks, cottons and novelties.

Women's and Misses'
SILK HOSE

With Twin Point Heels in Contrasting Color

Sale Price **69c**

Standards of \$1 quality. Chiffon hose in champagne, peach, dusty-morn and white with red, blue, green, tan and black heels to match the new high shade shoes.

Women's Sub-Standard
Outsize Hose

Sale Price **59c**

Semi-service weight hose in all wanted colors. Extra long with fashion marks.

Women's First Quality
Silk Hose

Sale Price **59c**

A prominent manufacturer closed out his surplus stock. Good assortment of styles and colors.

Girls' DRESSES

\$5 and \$6 Qualities

Sale Price **\$2.95**

Salesmen's samples, purchased at tremendous savings, enable us to offer these remarkable frocks at such a low price. Flat crepes, crepe de chimes, prints, georgettes and novelties in an assortment of smart styles and wanted colors. Many styles will be practical for school wear in the fall. 7 to 14 years.

Girls' Wash Dresses

Youthful frocks of washable prints and dimities, in a variety of styles including ensembles, cocktail jacket dresses and sleeveless styles with organdy trimmings; 7 to 14 and 13 to 17 years. **69c**

Women's and Misses' Genuine
"PARKWAY" FROCKS

Sale Price **55c** A Pretty Combination

Regular \$1 Quality; made of good quality linene; ideal for beach, camp and home wear.

300 Dotted Swiss Dresses

Look cool and feel cool in a summery printed batiste, dotted swiss or novelty cotton dress. A variety of styles and gay patterns. For women and misses. **\$1.95**

\$1 and \$1.50 Imported Japanese

Coolie Coats
Attractive coats of Japanese cotton challis; large oriental designs, in gay colors. Ideal for beach or home wear. Unusually low priced. **69c**

Fur SCARFS

Sale Price **\$14.95**

Soft, silky red foxes, finely marked and fluffy wolf scarfs in beige, badger, platinum and blue fox shades. Greatly reduced.

Smart Handbags

Sale Price **99c**

Reproductions of higher priced bags, in a variety of sizes, colors and styles. For women and misses.

Large Shell Frame Handbags, \$1.29

Attractive bags in many styles and sizes.

Women's and Misses' Sleeveless Silk

SUMMER DRESSES

Cool, Practical and Easily Laundered

Sale Price **\$3.95** Smart Pastel Colors

Simple but smart, practical yet lovely. Sleeveless frocks of flat crepes, prints and washable silks in a delightful assortment of styles. Featuring the pastel colors and light summer shades.

Anniversary Group of 500 New Silk Dresses and Ensembles

Reproductions of higher priced models. Featuring chiffons, prints, georgettes and flat crepes in styles endorsed for summer wear.

\$8.95

Sleeveless models with pert little cocktail jackets or more formal full length coats. Sizes 16 to 20, 36 to 44, 16½ to 26½, 42½ to 52½.

Sale of \$19.75 and \$25

SPRING COATS

For Women **\$8.99** and Misses

Smartly styled of the season's most popular materials in striking new colors, these fine coats represent unusual value at this extremely low price. Both fur and self trimmed models; all sizes.

Beige
Tan
Gray

Navy
Black
Blue

Twills
Chines
Mixtures

Silks
Cords
Novelties

Summer Sport Coats, \$4.99

Women's and Misses' white and pastel colored basquette weave and flannel coats; make lovely ensembles combined with a summer dress.

Tweed Coats, \$2.95

Smart tan or gray rainproof tweeds, rubberized inside. Look like street coats and practical for motor wear. For women and misses.

400 Seamed Bleached Sheets

VERY SPECIAL

59c

Double bed size, with a durable center seam. Hotel and boarding house keepers should avail themselves of this opportunity of getting a supply of sheets at a greatly reduced price.

200 Pillow Cases

42x36-Inch; made of smooth finish bleached muslin; hemmed, ready for use. (No phone orders.) Extra special for Saturday. **15c** Ea.

French Marquisette
39 inches wide; good quality, in the popular ecru. **12½c**

Fancy Cretonnes
Attractive patterns in all color designs. **12½c**

Men's Athletic Rayon UNION SUITS

Sale Price **89c**

600 Suits, Sizes 36 to 46, of good quality, lustrous rayon, in guaranteed fast colors, including peach, flesh, blue and white.

Sleeveless knee length style. Well made and cut full size for comfort.

Men's \$1.95 White

Broadcloth Shirts

Sale Price **\$1.15** Sizes 14 to 16½

Sizes 14 to 16½; sleeves, 33 to 35 inches. Tailored of fine lustrous white broadcloth, in collar-attached style only. Guaranteed to give satisfaction. Substandards.

For Men and Young Men



All-Wool Suits

Sale Price **\$10**

A special anniversary offering of well tailored clothes in new fabrics, styles and colors. Rare values at \$10.

Mohair Suits
For Men and Young Men

\$8.95

Genuine Palm Beach Suits

\$9.50

Men's All-Wool Two-Trouser Suits \$12.95

All-Wool Trousers

In Patterns to Match Suits

For Men and Young Men

\$4 and \$5 Qualities **\$2.50** | \$6 and \$7 Qualities **\$3.50**

Men's White Linen Golf Knickers—

\$1.99
(Plus Four)

Men's White Duck Trousers—

\$1.39

\$6 All-Wool Tropical Worsted Trousers—

\$4.98

All-Wool Golf Knickers—

\$2.89
(Plus Four)

Khaki Riding Breeches—

\$1.89

Men's Moleskin Trousers—

\$1.89

All-Wool Blue Serge Trousers—

\$2.98

Hart Schaffner & Marx \$8 and \$9 Trousers—

\$4.75

Men's Flannel Trousers—

\$2.39
Plain colors. Sizes 32, 34, 36.

Men's Palm Beach Trousers—

\$3.98

Men's Work Trousers—

\$1.89
French Backs, Checks, Penell Stripes.

Men's Fancy Flannel Trousers—

\$3.79

Men's Whipcord Riding Breeches—

\$2.29

Men's Khaki Trousers—

89c

"Auto Brand" Khaki Trousers—

\$1.39