

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!

A Sample Line of
SILK LINGERIE

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

Sale Price **\$1.99**

Stepins, 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 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

2.95

Sale Price

Salemen's samples, purchased at tremendous savings, enable us to offer these remarkable frocks at such a low price. Flat crepes, crepe de chines, 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 organza 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.

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

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

Sale Price **8.95**

Sleeveless models with pert little cocktail jackets or more formal full length coats. Sizes 16 to 20, 36 to 44, 16 1/2 to 26 1/2, 42 1/2 to 52 1/2.

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

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.

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 16 1/2

Sizes 14 to 16 1/2; 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 **2.50** \$6 and \$7 **3.50**
Qualities Qualities

Men's White Linen Golf Knickers

1.99
(Plus Fours)

Men's Flannel Trouser

2.39
Plain colors, Sizes 32, 33, 34.

Men's White Duck Trousers

1.39

Men's Flannel Trouser

3.98

\$6 All-Wool Tropical Worsted Trousers

4.98

Men's Work Trouser

1.89

All-Wool Golf Knickers

2.89
(Plus Fours)

French Backs, Checks, Penell Stripes

3.79

Men's Fancy Flannel Trousers

2.29

Men's Whipcord

2.29

Men's Moleskin Trousers

1.89

Men's Khaki Trouser

89c

All-Wool Blue Serge Trousers

2.98

"Auto Brand" Khaki Trouser

1.39

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

4.75