

## Spring Mode Is Shown as Very Simple

George Philip Meier, whose name in Indianapolis is synonymous with "fashion," was definite in his denunciation of the pajama frock Tuesday before the show of Paris imports sponsored by him in the Ayres auditorium.

"The pajama frock is not smart," Meier said. "Already the hostess frock has supplanted it in vogue."

One hostess frock shown was of eggshell crepe, with the bodice not too snugly fitted, and flowing sleeves. The skirt was fashioned from two large squares of the same material bordered with wide rose stripes meeting in front in an inverted pleat and one, set diamond-shaped in the back. Points of the squares fell at the sides.

The outstanding feature of the spring mode is its utter simplicity, for which the woman will pay, and pay, and pay. The hand touches, the elaborate appliques and faggotting, the yards and yards of tulle ruffling, which give the simple effect, belie their looks on the price tags.

### Cotton Blatantly Forward

The mode, which during the winter wavered a trifle, has gone decidedly feminine. Many gowns, particularly dance frocks, have old-fashioned petticoats, long and trimmed with lace or ruffles, whose sole purpose is to peep intriguingly from out madam's hem.

Cotton, surprisingly, has come to the front. Not timidly, as in other years, but blatantly, in all its glory. Organdy, and eyelet embroidered materials are very popular.

Black remains as smart as ever; brown is holding its own, with two young upstarts appearing on the color horizon, opaline green and opaline yellow.

Accessories do not match the outfit this year, but contrast either in gay or somber manner.

One mentions nothing else, but straw, rough preferred, for hats.

### Loveliest Frock White

The loveliest frock in the show was by Premet, of white organdy, very long, with appliqued nosegays outlined in bugle beads. With it, as with many others, was worn a narrow black velvet sash.

The most striking was Lanvin model of white broadcloth, with a sleeveless dress and a belted coat, the sleeves of the coat cut in one with the yoke. A tricky scare of black galak that may or may not be worn, completed the ensemble. An Agnes turban in white kid was worn with the outfit.

Another lovely evening gown by Callot Soeurs was of black satin and lace over pink satin slip. A lovely frock for a young girl was of silver lace over a poudre blue satin sheath, with a double circular tulle ruffle falling from the hips, in the back, giving a redingote effect. This model was from Norman Hartwell.

L. S. Ayres models were supplemented by the following: Mrs. Henley Holliday, Mrs. Charles Latham, Miss Frances Holliday and Miss Harriet Denny. Mrs. John Fishback, fashion director for Ayres, spoke before the fashion parade.

## Lucy Sperry Is Married to Robert Kistler

The marriage of Miss Lucy Sperry, daughter of Mr. and Mrs. John R. Sperry, Noblesville, to Robert Marion Kistler, son of Mrs. Elsie J. Kistler, Royal Center, which took place Feb. 24 at the home of the officiating minister, the Rev. Edward Haines Kistler, 5121 Kenwood avenue, has been announced by the bride's parents.

Mrs. Kistler attended the Illinois Woman's college at Jacksonville, Ill., and Butler university, where she was a member of Kappa Kappa Gamma. Mr. Kistler is a graduate of Wabash college and a member of Kappa Sigma.

Mr. and Mrs. Kistler now are making their home in Noblesville.

### Miss Kluger, Bride-Elect, to Be Honored With Party

Miss Ruth Emigholz will entertain tonight with a bridge party at her home, 3712 Rockelle street, in honor of Miss Hildegard Kluger, whose marriage to Dr. E. V. Schulz will take place Sunday at St. John's Evangelical church.

The hostess will be assisted by her mother, Mrs. Frederick Emigholz. Pale blue, rose and silver will be used in decorations, carrying out the bridal colors.

Guests will include Mesdames Max Kluger, J. H. Shulz, J. B. Wakeland, Ira Wene, Misses Helen Adelcy, Edna Staub, Adele Weiffenbach, Katherine Tacoma, Thelma Tacoma, Marie Striebel, Margaret Striebel, Lillian Kluger and Margaret Kluger.

Mrs. Earl Levy, 1321 Wright street, will entertain Friday with a party in Miss Kluger's honor.

### MISS STANSFIELD IS GUEST AT SHOWER

Mrs. C. H. Gibson entertained Friday night with a miscellaneous shower in honor of Miss Virginia Stansfield whose marriage to Nelson Harding will take place in April. The guests were:

Mesdames F. C. Dyer, R. H. Gibson, C. H. Stansfield, Margaret Martin, Alice Howell, Margaret Shinkle, Misses Pearl Elliott and Marcella Stanfield.

### ...head COLDS

Snuff up nose; also melt in hot water and inhale vapors.

VICKS  
VAPORUB

# BLOCK'S BANNER Basement DAY Store

## Look! Look! Look!



### Coats, Dresses, Suits and Fur Fabric Jackets

**\$4.88**  
For  
Women  
and  
Misses

3-Piece tailored woolen suits, 3-piece knitted suits, spring coats of novelty woolen fabrics, spring frocks of flat crepes . . . every garment fashioned in the smartest 1931 manner and all at one low price, \$4.88. The fur fabric jackets are fitted and attractively lined.

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Drastic Reductions—Banner Day on

## All-Wool Suits & Topcoats

**\$10**  
For  
Men  
and  
Young  
Men

Sale Price

**MEN'S ALL-WOOL SUITS and TOPCOATS** Sale Price **\$13.95**

Men's Suede Leather Jackets, Reindeer or grey—  
**\$6.98**

College Slickers, Black or olive—  
**\$2.79**

United States Army Raincoats,  
**\$1.89**



## Sale! 500 Silk Frocks

See Our Market Street Windows!

**3 for \$10**



3 Dresses for the price that you would ordinarily pay for one. Every dress is brand new and styled in the newest manner and offered in all sizes for women and misses. They're guaranteed color fast.

—BLOCK'S Basement Store.

### Apron Dresses

**69c**



Just unpacked! Novelty prints daintily trimmed with organdy and pique. Every dress styled in the newest manner and offered in all sizes for women and misses. They're guaranteed color fast.

—BLOCK'S Basement Store.

### SHEETS

**\$1.10**  
Each



\$1.25 Plat Sheet Blankets—Double bed size, special at.....  
**88c ea.**

\$2.50 Patchwork Quilts—Variety of colors. Scalloped edges.....  
**\$1.95**

Bed Pillows—Filled with new sanitary feathers, extra special.....  
**58c ea.**

Rayon Marquise—36 Inches wide. In ecru shade.....  
**19c yd.**

"Clopay" Window Shades—Tan and green mounted on spring roll.....  
**66c**

New Creations—36 Inches wide. For draperies, pillows, etc.....  
**15c yd.**

Unbleached Sheetings—81 Inches wide. Closely woven, special at.....  
**\$1.00**

Ball Tassels—Made by "Cannon" 18x30 Inch size. Absorbent. 2 for.....  
**25c**

Scalloped Colored Border Sheets—1x100 Inch size. \$1.75.....  
**\$1.49**

Scalloped Colored Pillowcases—Match above sheets, 42x36 inch.....  
**39c ea.**

"Stevens" All Linen Crash—25 quality. Fast color borders.....  
**16c yd.**

Ornate curtains in ecru, Valance style, with ruffles and tie backs to match.....

Genuine 'Lonsdale' Bleached Muslin 22c Quality, special at.....  
**14c yd.**

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### Pure Silk Hose

Fine chiffons, grenadines, semi-service weights and tram silks in all the wanted colors. Selected substandards and RARE VALUES at 25c.

—BLOCK'S Basement Store.

**25c**

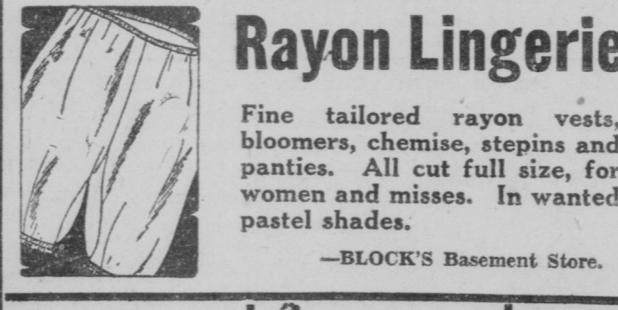


### \$1.00 Blouses

Specially priced for Thursday only! Note the extra length—torn to size before hemming.

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**50c**



### Rayon Lingerie

Fine tailored rayon vests, bloomers, chemise, stepins and panties. All cut full size, for women and misses. In wanted pastel shades.

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**29c**



\$5.88 Arch Support Low Shoes  
**\$2.69**

Special! New Spring Footwear  
**\$2.99**

New \$5.00 Spring Footwear  
**\$3.95**

Smart One-strap House Slippers  
**95c**

All sizes for women and misses. Models with rubber heels.

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Special Banner Day Sale of

## SHIRTS

For Men and Young Men

**59c**

2 for \$1.10



Broadcloths, woven madras and novelty prints. Collar-attached style in sizes 14 to 17.

### 1,200 Pairs of MEN'S HOSE

**5 PAIRS \$1.00**

25c quality. Rayons and lisle. Reinforced heels and toes. Sizes 10 to 11½.

Men's 50c Ties, New Patterns.....  
\$1.95 Novelty Pajamas, (Substandards) 98c

Men's Chambray Work Shirts, 2 for \$1

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## A Sensational "DOLLAR" Sale of Women's NEW SPRING HATS



Shallow Crowns! Watteaus! Tilt Brims!  
Poke Shapes! Turbans! Off-the-Face  
Halos! Narrow Brims! Effects!  
Beret Models!

The smartest spring styles featured in the season's most popular straws. Some of them cleverly trimmed with flowers, feathers or ribbons! All head sizes!

—BLOCK'S Basement Store.

**\$1**  
Girls' \$2 All-Wool  
School SKIRTS .

Offered at exactly one-half price. Fashioned in smart, new styles and in a wide variety of colors. Sizes 7 to 14.

### PRINTED DRESSES

**2 for \$1**

Sizes 7 to 14. New prints and chambrays. Guaranteed color fast.

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