

**BLOOD DONORS  
EARN \$28,150  
HERE IN 1930**

Transfusion of 563 Pints  
Reported by Eight  
Hospitals.

BY ARCH STEINEL

Seventy-five dollars' worth of blood—one and one-half pints—is used daily in Indianapolis to save some one's life.

During the year of 1930 the city's hospitals performed 563 blood transfusions for an average of a pint of the life fluid for each transfusion.

Weighed on medical science's scales, the fluid is worth \$50 a pint or a total of \$28,150 spent yearly to give a man, woman or child a new chance.

But unlike some of the larger cities of the nation, Indianapolis has not capitalized on this errand of mercy, for professional donors are not listed by the city's hospitals. The love of a husband for a wife, a mother for her babe, a man for his sweetheart, a friend for a friend, forms the bulk of the city's supply.

**Four Fluid Classes**

The nearest approach to a professional blood donor in the city are the medical students and hospital internees.

"It's their chance to pick up a few extra dollars and they're near at hand so we can call them at any time," explained one hospital superintendent.

All fluid from the human arteries are divided into four classes for transfusions.

Take a concrete case of a man who suffered an amputation and the attending physician orders a transfusion. The hospital and its laboratory first ascertains the class in which the patient's blood may be listed. Donors then are called. Their blood is tested, and if compatible with the patient's, is used.

**Donors Feel Little Effect**

The blood classes are divided into Type 1, 5 per cent of the people; Type 2, 41 per cent; Type 3, 12 per cent; Type 4, 42 per cent.

Type 4 may be transfused with any of the other types, but the other types can not be used for transfusion.

The only time a transfusion—and it can hardly be called that because of the small amount of the fluid used—is directly compatible without necessity for test is that of a new-born babe and its mother.

Physicians can take as high as two pints of blood from a donor without serious effect, they say.

"It's been done and about all the donor feels is a slight weakness and thirst," one hospital superintendent said.

**\$50 a Pint**

The transfusion prices for fluid range from \$10 for one-tenth of a pint to \$25 for a half pint and \$50 for the full measure.

In 1930 the Methodist hospital led in transfusions with 304.

Other hospitals recorded: Robert Long, twenty-five; William H. Coleman, eighty; James Whitcomb Riley, twenty-six; St. Vincent's, forty-one; Indiana Christian, twelve; St. Francis, fourteen; city hospital, thirty-one.

**HERE IS FINE  
NEWS FOR YOU**

Endure Agonies Of Constipation, Biliousness, Rheumatism And Neuritis? Then Read This.

Put an end to sleepless nights, backache, and that tired feeling—get relief from these ailments Konjola, the medicine of 29 ingredients, 22 of which are the juices of roots and herbs of known medicinal value.

MRS. BESSIE BOGARCHE

Don't be discouraged, disheartened, depressed—relief, through Konjola, may be just around the corner for you. Put this medicine to the test; take it regularly, decide that you, too, will find at last the relief for which you seek. Visit the Konjola Man at the Hook Dependable drug store, Illinois and Washington streets, Indianapolis; get the facts from him about case after case similar to that of Mrs. Bessie Bogarche, 524 Abbott street, this city, who says:

"About ten years ago I began to suffer from a weakened, rundown condition. I had little appetite, my head was bloated with gas, and I had severe pains around my head. My kidneys were sore and weak, and I was up often during the night. Constipation and liver trouble gave me a sallow color, and nothing I tried did any good. It took six bottles of Konjola to bring about the change I had sought, and I kept right on until my troubles all disappeared. My whole system is cleansed, and I have been built up wonderfully. I will never be without the medicine that gave me my first relief, Konjola."

After all, it is the results a medicine brings that counts, and Konjola can be counted on for results. Demand Konjola, and be sure you get it—don't let yourself be swindled by a substitute.

The Konjola Man is at the Hook Dependable drug store, Illinois and Washington streets, Indianapolis, where daily he is telling the amazing story of Konjola. FREE SAMPLES GIVEN.—Advertisement.

# Block's Basement Store

*A Great Presentation  
of Smarter-Than-  
Ever-Before*

## Spring Coats

*New Fabrics! Smart Colors  
and Chic Styles! All Sizes  
for Women and Misses!*

**\$9.95**

Every up-to-the-minute style is here... new sleeve treatments, smart collar effects and all the little details that make coats new 1931! Of tweeds, mixtures, chang crepes and woolen cloths, in a wide selection of spring colors.

—BLOCK'S—Basement Store.

### New Fur Fabric Jackets

—Just Arrived and Ready  
for Saturday at Only

**\$5.00**

Other Styles at \$5.95-\$10

Styled in the smartest manner—notch, throw or lapel collars. In beige, tan, sand, black and white... Lapin, caracole and Karamine fabrics.

—BLOCK'S—Basement Store.



*A Rousing Saturday  
Sale of New*

## Spring HATS

*Sensationally Priced  
for Tomorrow at*

**2 for \$3**  
\$1.75 Ea.

Rough straws, baku braids and hair braids, in new spring colors. Watteau, bandeau, off-the-face, tip tilt brims and sailors are just a few of the many styles you'll find!

Plenty of Large Headsizes!  
—BLOCK'S—Basement Store.

*A Triumph  
in Value Giving!  
660 Smart*

## \$10 Silk Frocks

*Choose from a Wonderful  
Assortment of Colors, Styles  
and New Fabrics!*

**\$6.95**

They're gay, they're fresh and new and they're different! You'll be amazed to find such dresses at such a low price. Fashioned in the manner Paris dictates, the colors that are so popular and the materials—georgettes, chiffons, prints and flat crepes.

—BLOCK'S—Basement Store.



## 500 Spring Silk Frocks

*In a Special Saturday  
Sale! All Brand New*

**\$2.98**

*All Regular \$5 Quality*

All exact copies of much higher priced models in over 60 various styles from which to choose. Of flat crepes in silk prints and novelties. For women and misses.

—BLOCK'S—Basement Store.

### Sale of Shirts

*Special for Saturday*

**79c**

Plain color or white broadcloths and fancy patterns. Collar attached style in sizes 14 to 17, for men and young men.



### Shorts! Shirts!

*For Men and Young Men*

**39c**

Shorts of broadcloth or non-run rayon in sizes 28 to 42. Shirts of mercerized ribbed or run-resist rayon in pullover style.



### Sale of Ties!

*For Men and Young Men*

**55c**

All silk crepes from a famous maker, whose name we can not mention because of the low price. 55c or 2 for \$1.



### Sale! Footwear

*For Women and Misses*

**\$2.99**

In smart new styles, colors and leathers. All sizes in the lot.

—BLOCK'S—  
Basement  
Store.

*Good News That  
Every Thrifty Woman and  
Miss Will Welcome!*

**SALE!**

*2,000 Pairs of  
Full-Fashioned*

**Silk Hose**

*Selected Substandards*

Fine silk crepe, silk to the top, and sheer, clear chiffons and semi-service weights in all the desirable new spring hosiery shades. At this exceptionally low price you would be wise to buy at least 6 pairs! All sizes—8 1/2 to 10.

**59c**

### Special Group of Silk Hose

Included are chiffons and semi-service weights in all sizes for women and misses. Imperfects of a much higher priced quality. All colors.

—BLOCK'S—Basement Store.

**25c**

*Another Great Saturday Sale of Girls'*

## Spring Coats

*Sizes 7 to  
14 Years*

Broken lots taken from our higher priced stock and offered at unusual savings.

**\$3.95**

**Girls' Silk Dresses, \$2.95**

For sizes 2 to 6 and 7 to 14. Georgettes, flat crepes, prints and novelties in clever styles.

**Tots' \$5-\$7.50 Coats, \$3.95**

For sizes 3 to 6. Smartly tailored and attractively lined. Every coat made to sell for much more!

—BLOCK'S—Basement Store.

*As a Special Event for Saturday—  
Rayon Lingerie*

*In All Sizes  
for Women  
and Misses*

**29c**

Included in this value-giving group are chemise, stepins, vests, bloomers, panties and shorts. Smart tailored styles in lovely pastel tints.

—BLOCK'S—Basement Store.

