



**SATURDAY AND MONDAY**  
**Two Greater**  
**BLOCK DAYS**  
**AT**  
**THE W. H. BLOCK CO.**

**TWO Days of**  
**Super-Value-Giving!**

Store Opens at  
**8 A. M.**

Tomorrow, Saturday, and Monday!—BLOCK DAYS!

**LISTEN IN TONIGHT!**  
 A Special  
 Block Days' Concert  
 Will Be Broadcast Tonight  
 Over Station WKBF  
 Indianapolis.

**A**gain we are on the eve of BLOCK DAY—but this time is a NEW—a GREATER event—one that will occupy TWO DAYS—Saturday and Monday. This change is due to the tremendous increases in the business done on each succeeding Block Day, which has grown beyond capacity of our building, our salesforce (even though greatly increased) and our delivery force. Thus, by having TWO BLOCK DAYS, we feel confident that we will be able to serve you far better than ever before.

*We are mentioning no items in this advertisement, for we feel confident that every man, woman and child knows what BLOCK DAY means—a Day of Supreme Values! Every department in this store will have its Block Day Items prominently displayed.*

In choosing these items the high ideals of our founder, Mr. Wm. H. Block, have been strictly adhered to and every item has been measured by his strict rule that

*—only seasonable, desirable merchandise of standard quality at lowest prices can be offered on BLOCK DAY.*

(Signed)

*Wm. H. Block*

Hundreds of trained extra salespeople to serve you.

\* \* \* \*

Shop in the mornings—early—for greater convenience and better service.

\* \* \* \*

We prepay parcel post, express or freight charges within a radius of 200 miles of Indianapolis on all purchases of \$5.00 or more.

With two Block Days before us, we have secured not only a greater variety of items but greater values than ever before. Nevertheless, we urge you to be on hand tomorrow morning at eight—when the doors open for our ELEVENTH and GREATER TWIN BLOCK DAYS.

This is an excellent opportunity to supply your summer needs at extraordinary savings.

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NO MAIL OR C. O. D. ORDERS FILLED.  
 We reserve the right to limit quantities.

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Kindly carry your small parcels. It may mean little to you but will mean much in added service to others.

#### Special Notice!

For obvious reasons some stores may attempt to undersell certain BLOCK DAY items—

REMEMBER! Should any of our advertised BLOCK DAY items be advertised for less elsewhere, they will be priced BLOCK DAY still lower here, regardless of OUR advertised price.