



A AGAIN we are happy to invite our friends and customers to what we believe to be the greatest merchandising event in this city and state—our TWELFTH GREAT TWIN BLOCK DAYS. From a one-day event its growth has been so tremendous that TWO days are now necessary to serve all of our friends and patrons efficiently. Through these BLOCK DAYS we hope to express in a small way our sincere appreciation for your loyal patronage and support, which has made possible the splendid growth and progress of this institution.

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, however, will have its Block Day Items prominently displayed on Red Bulletin Cards. Look for them!

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)

Hundreds of trained extra salespeople to serve you.

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

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

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

This is an excellent opportunity to supply your fall and winter 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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We prepay parcel post, express or freight charges within a radius of 200 miles of Indianapolis on all purchases of \$5.00 or more.

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.