



Our 13th and Greatest Twin Block Days

THE WM. H. BLOCK CO. takes the opportunity—twice each year—of expressing its sincere appreciation to the people of this city and state for the loyal patronage and support which have made possible the steady, wholesome and yet, withall, rapid growth of this institution. This appreciation is not a mere gathering of words—it takes the practical form of value-giving—of super-value-giving—of an event which stands alone in the annals of merchandising history of this state—BLOCK DAYS. How strongly the public appreciates and participates in this great occasion, is best evidenced by the fact that the original single BLOCK DAY had to be extended into TWIN BLOCK DAYS in order that all those eager to avail themselves of its tremendous savings might be given the opportunity thereof.

For the Opening Day—Tomorrow—we mention no items. We feel Confident that every man, woman and child knows the symbol of BLOCK DAYS—Days of Supreme Values! Every department in this store will have a bulletin of Block Day Items Prominently displayed to facilitate shopping.

We're Ready to Take Care of the Greatest Crowds in Our Entire History!

—Hundreds of extra salespeople, carefully trained, are ready to serve you.

—Seven floors, crowded with the greatest values it has been our good fortune to secure, are awaiting the opening bell tomorrow morning at 8:30.

—And if you can't do all your shopping tomorrow, you will have another opportunity on Monday, when stocks will have been rearranged and augmented and the salespeople, refreshed from a Sunday's rest, will be on their toes ready to serve you quickly—and with a smile.

Important

FOR obvious reasons some stores may attempt to undersell certain BLOCK DAY items.

Remember!

Should any of our BLOCK DAY items be placed on sale for less elsewhere, they will be sold by us on BLOCK DAY at still lower prices, regardless of our original advertised prices.

Practical Suggestions for Greater Shopping Comfort:

—Shop in the morning for greater convenience.

—Carry your small parcels whenever possible. It may mean little to you, but will mean much in added service to others.

—Look at the red bulletins in every department for items on sale there.

—Foresee the summer needs of yourself, your family and your home. It will pay you well.

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

Tune in Tonight on Our Special Block Day Concert

To Be Broadcast Over Station WFBM at 7 P. M. Another Concert Sunday night at 7:30 P. M.