



In the Interest of Better Service to the Public We Announce the

Greater Triplet Block Days!

FOR many years BLOCK DAY was confined to one single day. It grew and grew until it became impossible to accommodate the huge throngs that came to this greatest of Indiana Sales Events. A year ago we changed it to BLOCK DAYS—in the hope that we would be able to render better service. Even this has proved inadequate, and so on this, the fourteenth Block Days, we have decided to make it a THREE-DAY celebration.

You see, after all, BLOCK DAY was inaugurated by THE WM. H. BLOCK CO. to express its appreciation to the people of this city and state for the loyal patronage and support which have made possible the steady, wholesome and rapid growth of this institution. Words were inadequate to convey our feelings, so we have "said it with values."

But so great have been the values, and so huge the crowds, that even TWO days became inadequate to give our customers values PLUS SERVICE. Hence these Fourteenth BLOCK DAYS will be celebrated for THREE DAYS, during which we hope that through lesser congestion and rushing, ALL of our friends will have ample opportunity to shop to their heart's content.

Our buyers have just returned from the Market—and their enthusiasm knows no bounds! They tell us that never before have they been fortunate enough to secure such marvelous values . . . Such up-to-the-minute merchandise — at such splendid price concessions, and we take this opportunity to express to the manufacturers and jobbers our sincere appreciation for their aid in making these BLOCK DAYS Greater Than Ever!

No Items Are Mentioned Here! You Know What BLOCK DAY Means!
We Promise You Greater Values Than Ever This Year! Shop Early, Please!

We're Ready for SERVICE!

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

—Seven floors, crowded with the greatest values it has ever 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 two other opportunities, on Saturday and Monday, when stocks will have been re-arranged and augmented. The salespeople 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 DAYS at still lower prices, regardless of our original advertised prices.

For Greater Shopping Comfort:

—Shop in the mornings 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 fall and winter 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 AT 6, FRIDAY EVENING AT 7 and SUNDAY EVENING AT 9
ON OUR SPECIAL BLOCK DAY CONCERTS

To Be Broadcast Over Station WFBM. A 20-Piece Concert Orchestra and Clever Entertainers to Amuse You.