

BLOCK'S Oppor UPSTAIRS STORE

1,800 JUST UNPACKED!



*None Other Than the Famous 2-PLY
"New Yorker" Preshrunk Broadcloth*

SHIRTS

- Collar Attached Style
- In White, Blue, Green!
- Neckband Style, White!

Every shirt is clean, fresh and new! You'll like their rich, lustrous silk-like finish! Inspect the way they're tailored! Note their 7-button center pleat, and their pleated sleeves... and remember, for Opportunity Day these shirts are only 79¢!

For Men and Young Men

\$1-\$1.50 TIES, Hand-Tailored, Silk Lined, 47¢

BLOCK'S—Main Floor

\$1.65 QUALITY!
79¢

1.95
For Women
and Misses

*Here's a Real Opportunity to S-A-V-E!
Clearance! \$3.95 and \$5
Footwear, Saturday*



Boys', Girls'
Shoes, Only

High shoes! Oxfords! Pumps! Strap pumps! Of fine kids and patent leather. Black or brown.

\$1



OVER 1,000
PAIRS AT
THIS LOW
SALE PRICE!

Every one of these pairs is HALF PRICE! Many of them are far LESS than half! There's only one reason in the world why we're offering them at such a drastic reduction—we're clearing our stocks, regardless of cost. Styles for day, afternoon and evening.

BLOCK'S—Third Floor

Actual \$1.50 and
\$1.95 Girdles!

89¢

Buy one of these BEFORE you buy anything else! Your girdle comes first. After that you can buy the most fitted 1933 frock. This sale makes it easy and decidedly inexpensive to put your wardrobe on a firm foundation.

Notions Dept., Main Floor



The "Justrite"

- 14-Inches in Length
- Side Lacings
- All-Silk Elastic

Two-Way Stretch

- 14-Inch Length
- Brocaded Front
- 4-Hose Supporters

Satin Girdle

- 12-Inch Length
- Silk Elastic Inserts
- Satin Front and Back

Here they are! Hand-picked! Checked and double checked! Dynamite items taken from a store full of values! Only 12 are mentioned here, but there are hundreds more, all equally compelling! Opportunity won't hit twice with merchandise like this! Act quickly!

An Opportunity to Save Your Face! Special! \$3 Jar "Seventeen" Cleansing Cream



MAIN FLOOR

Exclusive with Block's in Indianapolis

It's a full pound size of a nationally advertised cream at just 1-3 of its regular selling price! It's a perfect cleansing cream because it penetrates down into the tissues and does not just skim the surface. It's instant-liquefying and will take powder easily a minute after using. In a most attractive jar.

\$1

Consult Miss Lucille Norton

Special representative of Seventeen Cosmetics who is in our Toiletries Shop this week. Miss Norton devotes all her time to modern cosmetic problems. She'll be delighted to consult with you.

BLOCK'S—Main Floor

60 New Colors Featured in This Sale of All-Silk WASHABLE Flat Crepe, Yard



MC CALL PATTERN
7295

MAIN FLOOR

Including:
Pink, Gray
Wine, Jade
Navy, White
Flesh, Peach
Brown, Black
Orchid, Purple
Rustic, Rosebloom
Independence
French Blue
Hyacinth
Capucine
Mother Goose

50¢
Yd.

Want a new dress? Crave a silk jacket suit? Feel the urge for some lovely silk lingerie? BUY THIS CREPE! 50c a Yard for brand new, lustrous silk crepe in every color under the 1933 fashion sun! Why, a whole dress won't cost you more than \$2 and you can have a jacket suit for \$3! That's spectacular saving even in this year of thrift! Every yard of it is washable—think of what you'll save on cleaning bills alone! 39-Inches wide.

BLOCK'S—Main Floor

Opportune Sale! Brocaded and Elastic GIRDLES



Actual \$1.50 and
\$1.95 Girdles!

89¢

Buy one of these BEFORE you buy anything else! Your girdle comes first. After that you can buy the most fitted 1933 frock. This sale makes it easy and decidedly inexpensive to put your wardrobe on a firm foundation.

Notions Dept., Main Floor

Saturday! Monday! Tuesday! Last 3 Days Sale! "Cannon" 81x99 "Four Year" SHEETS



- Of Long, Staple Cotton!
- Bleached Snow-White!
- With 4-Year Guarantee!
- The Lowest Price in Years!

Each

68¢

This is a dynamite item in a page of hand-picked, outstanding items! Every housewife in the country knows the undisputed fine quality of Cannon sheets. Every housewife in Indianapolis will jump at the chance of buying them for only 68¢! The offer lasts only 3 days more! Buy a lifetime's supply!

Cannon Pillowcases, 42x36.....EACH, 19¢

BLOCK'S—Main Floor