

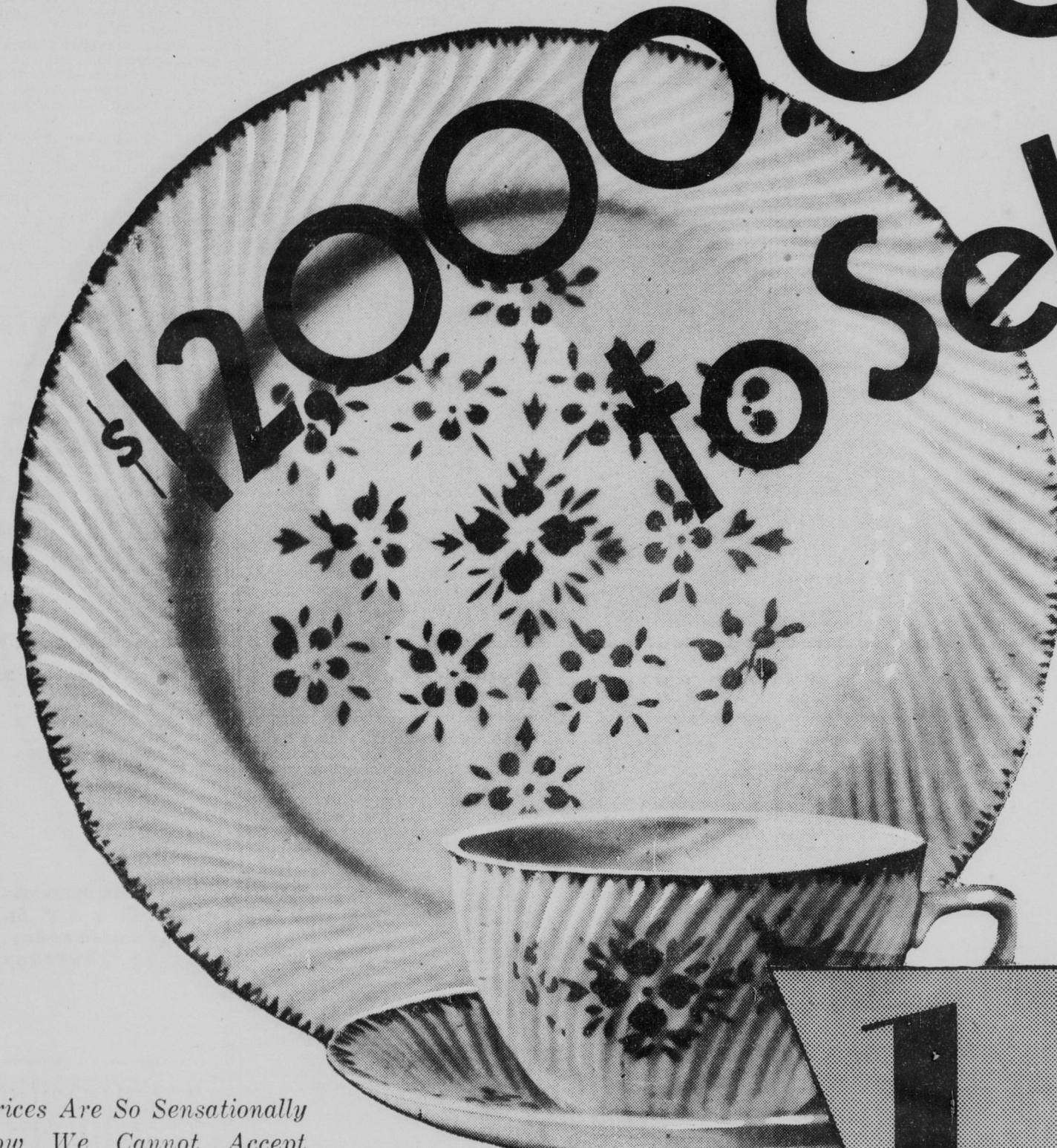
BLOCK'S

-FIFTH FLOOR

GREATEST SALE OF
LIMOGES DINNERWARE!

100,000 DINNERWARE

Sell for \$6,000



Prices Are So Sensationally
Low We Cannot Accept
Phone or Mail Orders, Sorry

32 Pieces!
Service for 6
Regular \$3

\$14.9?

Less than 5c a piece! First quality! Choice of two colorful patterns! Open stock—larger sets may be made up easily! Set consists of 6 cups, 6 saucers, 6 dinner plates, 6 fruits, 6 bread and butters, one vegetable dish and 1 platter. The quantity is limited. We're sorry, only one set to a customer.

Service for Six Sets.. HALF PRICE!

\$4 Sets.. 32-Pcs. . \$1.98	\$6 Sets.. 32-Pcs. . \$2.98
\$5 Sets.. 32-Pcs. . \$2.49	\$8 Sets.. 32-Pcs. . \$3.98



43-Piece Sets
Service for 6
Regularly \$7

Attractive, new spring garden decoration on
ivory body, platinum lined. Set consists of
6 each of dinner plates, soup plates, cups and
saucers, bread and butter plates, fruit dishes, 1
platter, 1 vegetable dish, 1 sugar and cover, 1
creamer, 1 gravy boat and 1 pickle dish.

\$8.00...42-Pc. Dinner Sets, \$3.98
\$9.00...42-Pc. Dinner Sets, \$4.50
\$10.00...42-Pc. Dinner Sets, \$4.98

\$34.9

Same as
Pattern
Illustrated

1/2
PRICE

This Sensational Sale
In the Face of
Skyrocketing Prices
CARLOAD SALE
Over 100,000 Pieces

Choice of 46 New Patterns!

This is the largest sale of dinnerware ever attempted in Indianapolis. Put piece to piece this china would stretch from Washington Street to Tenth! The assortment is colossal! Every piece is LIMOGES and AMERICAN-MADE! Every piece is FIRST QUALITY! Every piece is made by a maker famous for over 50 years as a manufacturer of only fine dinnerware! Every piece is inspected 15 times before it even leaves the factory! Small down payment will hold any purchase for future delivery.

CUPS..SAUCERS
2 1/2 c. #
2 1/2 ea.

No Cups sold separately. Limit: 6 Sets to a customer.

OPEN STOCK
1/2 Price and Less

Select Pieces to Make Your Own Set
Choice of 3 Attractive Patterns!
10c Dinner Plates...5c 10c Fruit Dishes...5c
10c Oatmeal Dishes...5c 25c Gravy Boats...10c
15c Soup Dishes...5c 25c Cream & Sugars 10c
10c Salad Plates...5c 25c Vegetable Dishes 10c
10c Delivery Charge for Purchase Less than \$1.00.
Purchases of \$1 or More Delivered Without Charge
IN Marion County.

China Shop—Fifth Floor



Set
Illustrated
\$12.50

REGULAR \$20.00
100-PIECE SETS

Complete
Service
For Twelve

\$9.98

Imagine buying a complete service for 12 people at less than 10c a piece! Set consists of 12 cups and saucers, 12 bread and butter plates, 12 salad plates, 12 dinner plates, 12 fruit dishes, 12 soup dishes, 1 butter dish, 1 covered casserole, 2 platters, 1 gravy boat, 1 sugar and creamer, 2 open vegetable dishes and 6 cereal dishes.

Other 100-Piece Sets at Half Price—\$2 Down Delivers

\$25 Sets—Service for 12, at \$12.50 \$35 Sets—Service for 12, at \$16.98

\$30 Sets—Service for 12, at \$14.98 \$40 Sets—Service for 12, at \$19.98

64 Pieces... Service for 8..., Regularly \$12... \$4.98

China Shop—Fifth Floor