

BLOCK DAYS

SEASON'S LOWEST PRICES in Every Department... GREATEST SALE in All Indiana

Sale! \$3.95.. \$5.. \$7.50 Summer HATS



Plenty of White and Pastels

\$2 85

The Pick of the Season's Outstanding Hat Successes at a ONCE-IN-A-SEASON BLOCK DAY LOW PRICE

Imagine! New \$3.95... \$5... \$7.50 Hats for \$2.85!

Name your material... Linen! Fine stitched crepe! Panamas! Sheer fabrics! Pique! Ruff straws! Sports straws! Felts! Balli-bunt! Name your style... Large picture hats! Swagger brims! Turbans! Sailors! Every newest fashion!

Name your color... WHITE! Navy! Appleblossom pink!

Maize! Beige! Brown! Red! Black! All headsizes, large, medium, small, for women and misses.

\$1.95 and \$2.95 Hats

New White and Pastels

For BLOCK DAY ONLY at

\$1.55

Turbans, smart vagabonds, large floppy types, medium brims, matrons' styles! Baku and Ruff straws, stitched crepes, felts, piques, summer fabrics. In all smart colors and all headsizes.



Summer Sports Softees
New White and Pastels

BLOCK DAY ONLY Price

\$1.00

New fabric effects and novelty knits made so you can create your own shape! Turbans! Brims! Buy one to match every summer sports costume. All headsizes! All colors and WHITE!

Millinery Shop—Fourth Floor.



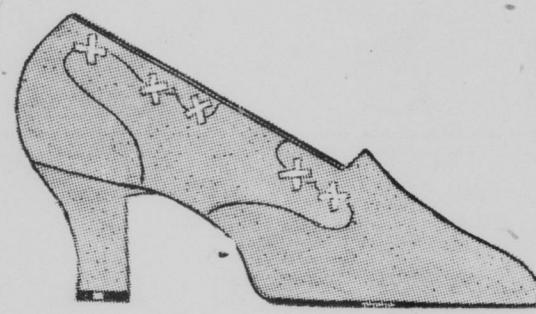
Women's and Misses' \$1 Houseslippers, 69c Soft soles, leather soles. Black and pastel crepe. Sizes 3 to 8.

Sensational Purchase
4,000 Pairs! \$5, \$6 and \$7

SHOES

Go On Sale Block Day

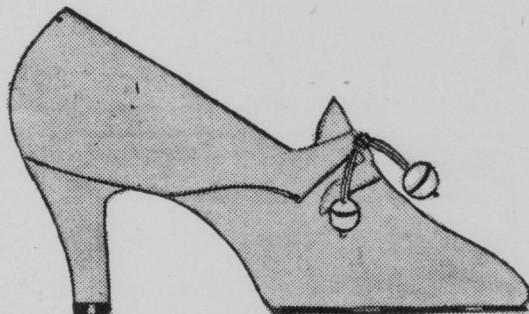
They're NEW! They're \$5, \$6 and \$7 qualities! 4,000 Pairs of them are yours tomorrow—BLOCK DAY—for only \$3.94! Grays! Blues! Beiges! Black Kid! Patents! Brown Kid! All the newest WHITE shoes in kid, buck, suva cloth, as well as black and white or brown and white spectator sports types! ALL SIZES in every style, 2 1/2 to 9 for women and misses; widths AAAA to C. The price of leather is going UP! Buy your entire footwear wardrobe BLOCK DAY and save!



New \$4 and \$5 Footwear

2,000 Pairs sacrificed by the manufacturers for Block Day! White! Blue! Gray! Black patent! White buck or pigskin! All the smartest styles in sizes 3 to 9 and widths AAAA to C for women and misses.

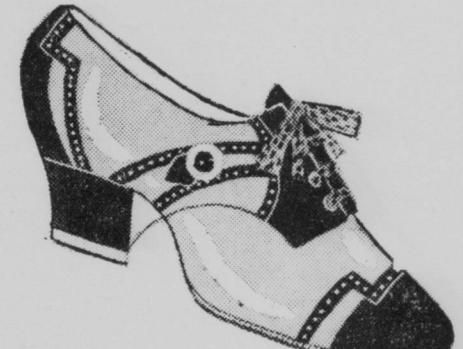
\$2.94



Famous "Fashion Plate" Shoes

The day after Block Day you'll pay much more for these same shoes! White kid! White buck! Kid and suva combinations! Brown and white spectator shoes! All types of heels! Oxfords! Pumps! Step-ins! Sizes for women and misses!

\$5.94



\$4 Summer Sports Shoes

500 Pairs taken from our regular stocks and reduced for BLOCK DAY only! All exclusive with Block's! All-white! Contrasting color or punch trimmings! Sizes 2 1/2 to 9; widths AAA to C for women and misses.

\$2.94

Shoe Shop—Third Floor.



3 Beautiful
PHOTOS

Size 8x10 \$1.79

Have your photograph taken at a BLOCK DAY ONLY price! Finished on silk paper. Proofs submitted. No appointment necessary. Come up when convenient for you.

Photograph Studio—Balcony.

Block Days

For Block Day Only!
Extra Special Sale!

Laces

Alencon Laces

Edges and galloons.
Cream or ecru. 10¢ a
yard or 10 YARDS

Nottingham
All-Overs

36 inches wide. Many
lovely patterns in
white, ecru, pink, maize
or ochre. 2 Yards for
a blouse; 4 yards for
a dress; 36¢ a yard
or 2 YARDS

All-Over Laces

Alencon and angel-skin
types. 36 inches wide.
White, blue, maize,
pink, peach, gray or
eggshell. 1 YARD

Neckwear Shop—Main Floor.

\$1



Blouses — New
Summer Styles

\$1.79



Neckwear — A
New LOW Price
for Block Day

44c

Ascots! Crepe effects! Ray-
er coat collars! V or round
necklines. Of sheer organdy
or tailored pique. Trimmed
with pleating or lace.



**Sale! Neckwear... Capes
Blouses... Coats**

88¢

ORGANDY NECKWEAR: Ascots! Capes! Evening coats! Fichus! White or pastels! Trimmed with pleats and val lace! ASCOTS: of sudanette pique and rough silk to make one dress look like three or four. BLOUSES: of organdy, corset or linen. Tailored double breasted styles! Floradora effects! Ascots! Dots! Plaids! Plain colors! Wheel sleeves! Puff sleeves! Ruffle sleeves! White and pastels! Sizes for women and misses.

Neckwear Shop—Main Floor.