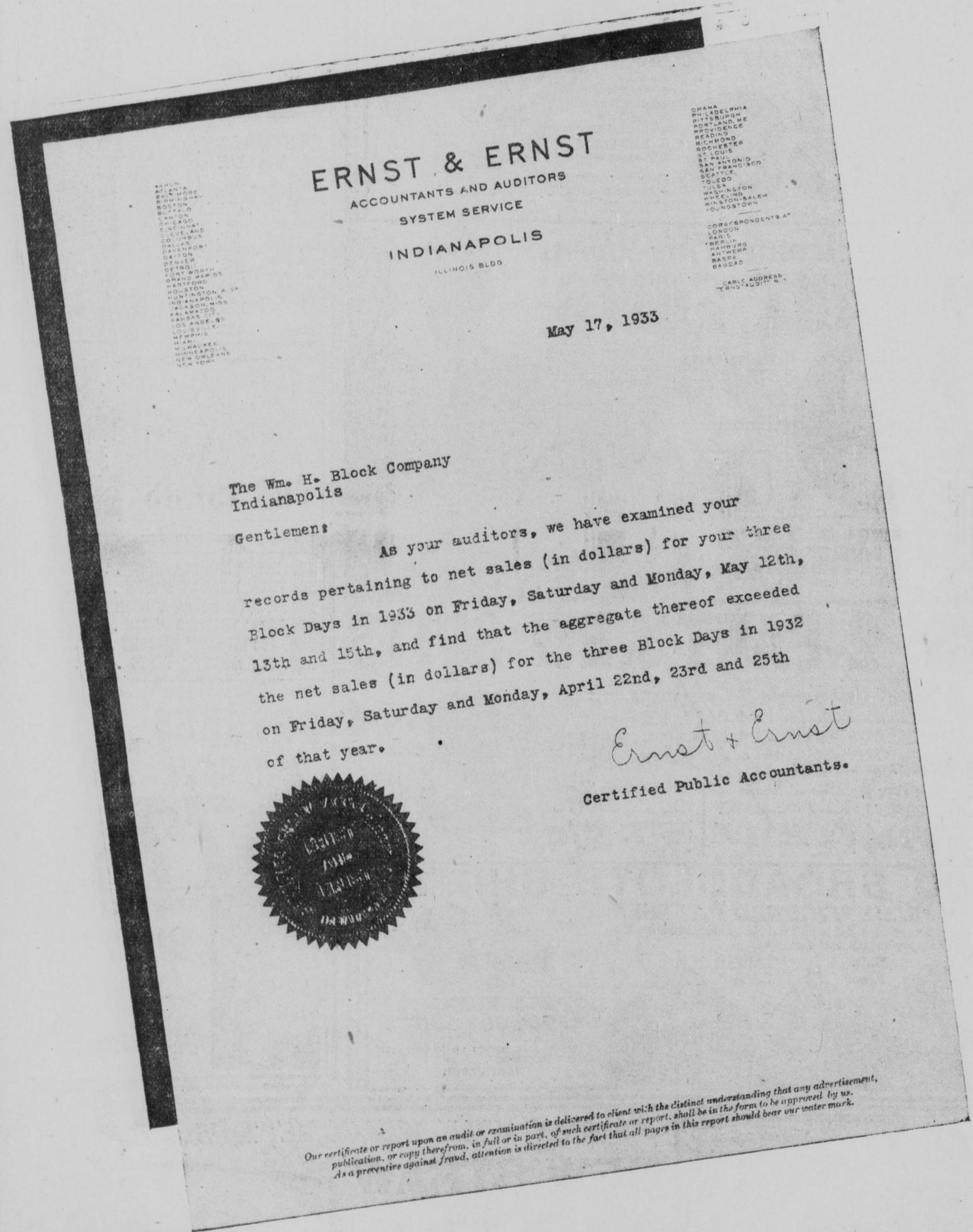


Indiana Again Demonstrates Confidence in BLOCK'S



*In Spite of Impossible Weather
Impassable Roads and Prices
That Were Far Lower*

**BLOCK DAYS Dollar Volume
This Year Exceeded That of
BLOCK DAYS Last Year!**

- An overwhelming vote of confidence for Block's courage and Block's leadership. A vote of confidence from the people of Indiana that is sweeter to us than is the applause given a great dramatic performance. We are proud and grateful because it has a definite, practical result . . . that of putting untold thousands back to work.
- With prices considerably lower than a year ago . . . thousands of additional transactions were necessary to beat the dollar volume of last year. Indiana bought more than two carloads of stoves . . . Indiana bought enough shirts for a regiment . . . Indiana bought shoes and hose . . . lingerie and dresses. It seemed that nobody could resist Block Day values.
- Block's entire organization has but one single aim. To produce . . . today and every day, in spite of competition and high water, good, fashionable merchandise at the lowest possible prices. That's why thousands of thrifty shoppers are turning to Block's this year. Why not follow the crowds to Block's tomorrow?

Things ARE looking brighter . . . business is good at Block's
Thank You . . . INDIANA . . . Thank You

The Wm. H. BLOCK COMPANY