

BLOCK'S DOWNSTAIRS STORE



Finish the Summer in Fresh

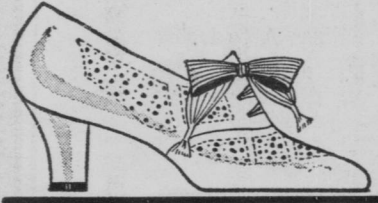
White Shoes

Priced So You Can Afford Several Pairs

\$1.95

Pick up a pair of these shoes to wear the rest of the summer! We've still a wide selection of whites and white combinations in pumps, straps, ties, oxford ties and built-up pumps! Plain or coolly perforated vamps! High, continental, Cuban or low heels! Women's sizes 3 to 8, but not in every style.

BLOCK'S—Downstairs Store.



Well-Dressed Women Everywhere

Demand the Sheer Beauty of These Hosiery Aristocrats!

McCallum Full-Fashioned SILK HOSE

Irregulars of \$1 and \$1.25 Qualities!

59¢ Pair
Wanted Summer Shades
Sizes 8½ to 10½

Wherever well-dressed women gather, you'll find McCallum hose... for their sheer beauty and lovely colors have made them famous from coast to coast! You'll like them, too, especially in these shades that are lovely with prints and pastels! Stock up for the rest of the season with these bargains in beauty! They cost so little!

NOTE THESE FEATURES

Picot Tops Fresh Silks Picot Run Stops
Cradle Soles French Heels Trim Ankles

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For Full Week—Ends Before the Fourth!

Loads and Loads of Gay Tubbale

DRESSES

Cotton and Silk Fun Frocks and Street Styles

At a Price That Goes a Long Way Toward a Vacation Wardrobe

Newest
Colors
and
Styles

\$3.88
Sizes 14-20, 11-17, 16½ to 26½, 36 to 52, 42½ to 52½

Glorified gingham in plaids and checks! Saucy seersuckers with plenty of bold sun backs! Other cottons that have joined the navy for their stars and stripes! Silks, too, in white and heavenly pastels for street and sports! Lots of shirtwaist styles with tailored tucks and plenty of pleats! Silks with jackets to slip on over your sun-tan! These are just a few of the staggering multitude of dresses on sale tomorrow! Come in and see how Block's Downstairs offers every frock you need for a successful summer for just \$3.88!

NEW COLORS AND FABRICS!

Printed Sheers
Corde Laces
Monotone Prints
Flowered Chiffons
Sand Crepes

Washable Crepes
Triple Sheers
Gay Gingham
Crisp Organdies
Novelty Cottons
Soft Voiles

White Sprig Checks
Ice Cream Pink Seersuckers
Plaids

Mint Ice
Rose Petal
Ice Blue
Navy
Beige
Brown

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Boucle Suits

Also Knits! Substandards of \$5 Qualities!

\$1.89



Take these cool uncrushable frocks on your vacation! Wear them all day long and you'll look just as crisp in the evening as when you started! All two-pieces in white and pastels! Misses' sizes 14 to 20. BLOCK'S—Downstairs Store.

Swim SUITS

For the 7 to 14-teeners

\$1.79

A well-known manufacturer closed out his discontinued styles of \$3 and \$4 qualities! We bought up the lot at a mere nothing of a price! Plenty of bare-to-the-sun styles in gay colors the kiddies love! Special for Saturday only! BLOCK'S—Downstairs Store.



Beach Robes

Or Bath Wraps Made From "Cannon" Towels!

\$1

Slip into one of these after your bath or swim! It's like wrapping yourself in a great big fluffy towel! In white with striped borders of rose, gold, green or blue! Women's small, medium and large sizes.



—Downstairs Store.

LAST DAY! SATURDAY!



Summer Brims,
Turbans and
Sailors

Pique Meshes,
Papier
Panamas,
Braids, Knits,
Cottons



White Hats



Also Lots of
Pastels, Navy,
Brown and
Black

All Headsizes
for Women
and Misses

49¢

Flocks of women are taking advantage of this sale to tuck away several hats for the summer! See them for yourself and you'll agree they're summer successes at this low price! Cool... featherweight... in sports and street styles that will withstand plenty of hard wear and rough treatment!

Hundreds of Other HATS, 69¢

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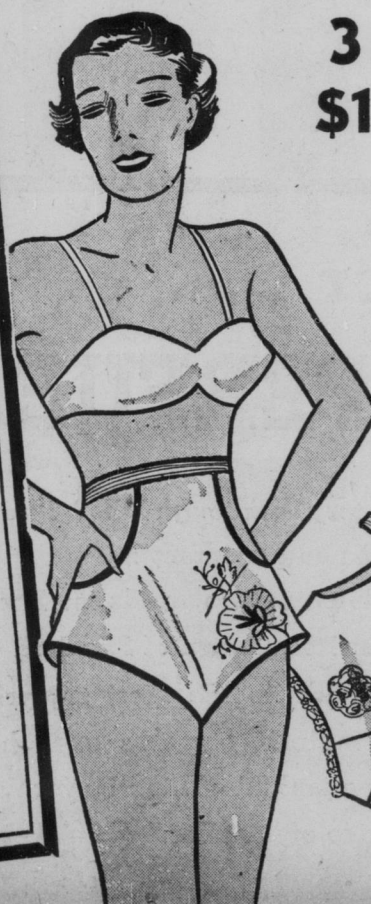
Introducing the New

Air-Cooled Panties of All Silk Crepe!

"B-R-E-E-Z-I-E-S"

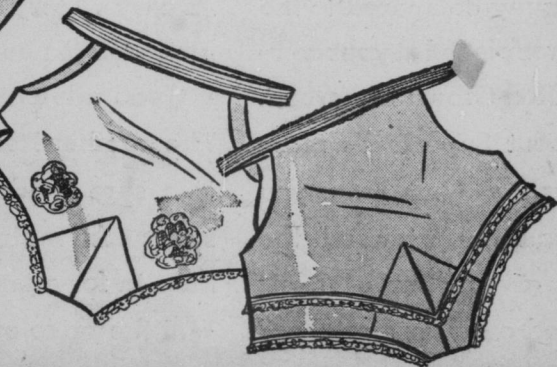
At a Fast Selling Price!

3 for **\$1.75** **59¢** Ea.



These wisps of panties are cool because they're very, very short and cut out at the sides! They fit snugly without bulging under form-hugging frocks! They'll tub and dry in a jiffy! Three tailored and lace-trimmed styles from which to choose! White, tea rose and rose petal! Women's and misses' sizes.

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Get Into the Swim

Discontinued Styles of All-Wool Ribbed

BATHING SUITS

Made to Sell for More

\$1.59

Women's
Sizes
32 to 42

A famous maker outdid himself to make these suits into swim successes! But the styles have been discontinued and now you can have one for much less than the intended sale price! Bare back, adjustable strap and novelty styles with or without skirts!

White Orange Coco Tan Gendarme Blue
Brown Jade Red

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