

Block's DARING Sale

Soap Prices Go Up April 5th As Much As 25%! Buy Now!

DRASTIC LOW PRICES on TOILET GOODS

BIG HELP DURING COLDS
The softest disposable tissues made... at a real bargain buy. Gentle, used as handkerchiefs during colds... and they DON'T spread germs! In white and three pastel shades.



Extra Special! 500 Sheet
Kleenex
3 Boxes for **\$1.00**

Sale of PEPSODENT
At Daring Prices!



JUNIS FACE CREAM
in the large size jar **67c**
PEPSODENT Tooth Paste
regular size tube **31c**
PEPSODENT ANTISEPTIC
a refreshing mouth wash **67c**

Main Floor

Clearance!
RENAUD'S French Perfumes
Orig. \$2.50 **59c**
Size
Larger Size **\$1.39**
Sweet Pea, Gardenia and other famous, lasting Renaud fragrances.

Household Aids and Rubber Sundries

Bayer's Aspirin, 100 tablets to bottle **59c**
Heavy Russian Mineral Oil, special at **49c**
Hot Water Bottle, fully guaranteed **59c**
Fountain Syringe, fully guaranteed **59c**
Combination Fountain Syringe and Water Bottle **98c**

Creams, Lotions

Block's Cold or Liquefying Cream, lb. **79c**
6oz Jar of Block's Creams 39c
Pacquin's Hand Cream, large size **79c**
Pacquin's Hand Cream, small size **39c**

Bath Luxuries

Houbigant's Face Powder **69c**
Houbigant's Dusting Powder, 89c
Mimzy Face Powder **69c**
Mimzy Dusting Powder **69c**
Coty's Talcum Powder **50c**
Epsom Salts, 5-lb. bag **29c**
Mimzy Eau de Cologne **89c**

Main Floor

SALE OF SOAPS

Block's Cold Cream Soap 12 for 49c New Style Bar	Camay Toilet Soap 12 for 50c	Woodbury's Facial Soap 12 for 95c
Block's Health Soap 12 for 39c Medicinally Fragrant	Kirk's Hard-water Castile Soap 20 for 88c	Bronnley's Verbena Soap 3 for 69c
Block's Soap Flakes 5 for 69c Lge. 15-oz. pkg.	Cuticura Soap 3 Bars 57c	25c Bourjois English Soap 3 for 59c
Lifebuoy or Lux Toilet Soap 10 for 57c	6c Ivory Soap 20 for 98c Medium Size	Shanmont Soap 20 for 59c
Wrisley's Water Softener 5 lbs. 41c	Cashmere Bouquet Soap 6 for 50c	Ivory Soap Flakes 3 Boxes 59c

Main Floor

Sale of Dreft
Regular Large Size
6 Boxes 87c

The sensational new soap-less washing wonder! Will cleanse your most delicate silks!

Main Floor

Pond's Products

Pond's Cold Cream **39c**
Pond's Vanishing Cream **39c**
Pond's Cream, small **25c**
Pond's Cream, medium **79c**
Pond's Face Powder **39c**
Pond's Tissues, 500 sheets, 3 boxes **\$1**
Pond's Tissues, 200 sheets, 3 boxes **39c**

Dentifrice Aids

Shanmont Tooth Paste, 2 for **35c**
Pomona Tooth Paste, 2 for **29c**
Elizabeth Arden Tooth Paste, 3 for **\$1**
Squibb's Tooth Paste, 3 for **99c**
Ipana Tooth Paste **39c**
Kolyon Tooth Paste **39c**
Forhan's Tooth Paste, 2 for **49c**
Pebecco Tooth Paste, small, 2 for **39c**
Pebecco Tooth Paste, large **39c**
Listerine Antiseptic **64c**
Block's Mouth Wash, 32-oz. **57c**
Block's Mouth wash, 16-oz. **34c**

Main Floor

Coty Toiletries
Regularly \$1.10 to \$2
69c

\$1.10 Coty Face Powder, all shades.
\$1.65 Coty Compacts, discontinued style.
\$2 Coty Toilet Waters, discontinued style.

Main Floor

\$2 Rubinstein Offer

\$1 Size Face Powder
\$1 Size Rouge, Both

Offering two regular \$1 Rubinstein toiletries at the price of one! Shades for blondes, brunettes and redheads.

Main Floor

Pacquin's Hand Cream
Large Size Jar
79c

A bargain in Pacquin's hand cream which soothes and beautifies your skin. Lay in plenty while you can save!

Main Floor



Color Costs Less!

Regularly 59c

Hand Carved Catalin Jewelry

Bring a Basket—It's Only

39c Each

And, oh, the colors are so ravishing! Pink, turquoise, coral, red, white, yellow and pale or navy blue! Most of the pieces have matching motifs. What fun to assemble a set!

Bracelets Earrings, Clips, Single or in Pairs.
Medium or Pretty Button Styles Also Pins
Wider Widths

JEWELRY—Main Floor

2-Door Storage Closet
98c
2 overlapping doors to make perfect closure.
No Out-of-Town C.O.D. Orders! Add 5c for Express

NOTIONS

Lastex Girdles
2-way stretch with 4 Supporters **49c**

Cedarized Bags
For moth-proof storage, size 26½x3½x6. **3 for 89c**

Ironing Pad & Cover
Non-inflammable pad, Strong Duck Cover **39c**

Kotex and Belt
Price includes 8 dozen napkins, Hickory or Kleenex belt. Economy pkg. **\$1.35**

Zipper Garment Bags
Holds 8 to 10 garments. Asst. Cretonne patterns. **\$1.19**

Speedway Hair Nets
Double or single mesh. Priced to clear. Doz. **19c**

NOTIONS—Main Floor

O.N.T. THREAD
88c Doz.
300-Yard spools. Black or white.

VELDOWN NAPKINS
6 Boxes for **87c**
Box of 12. Soft and absorbent.

SPECIAL! BRASSIERES
2 for **39c**
Plain or fancy trim. Size 32, 34, 36.

A Great Price Concession on 1,000 Smart Genuine Leather BAGS
At the Price of Simulated Leather!

Actual \$1.69 and \$2.00 Qualities

Our buyer in New York received a flash from one of America's largest bag makers who grouped the remainders of his early spring stock at a tremendous price concession! Each bag was individually selected for you, and each bag is guaranteed perfect! The sale of a lifetime! Hurry!

The Leathers:
Alligator Grained Calf
Lizard Grained Calf
Pearl Grained Calf
Mandarin Grained Calf
Shark Grained Calf
Smooth Polished Calf
Genuine Patent Leather

The Models:
Large Triple Frame Bags
Chic Double Handle Bags
Softie and Tailored Pouches
Envelope Models (with hidden compartments)
Metal, self or crystal trims

NAVY! BROWN! BLACK! GRAY! RED!
HANDBAGS—Main Floor