

2 Weeks of Values Packed Into 2 Days!

For the First Time in Our History

BLOCK'S DOWNSTAIRS STORE

Anniversary Sale

Will Be for

TWO DAYS ONLY... TOMORROW AND MONDAY!

Values bought to crowd our store for two full weeks are offered to you in an unprecedented ANNIVERSARY SALE... for 2 days only! Four pages are filled with Anniversary gifts for you! The spaces are little, but the assortments, varieties, and values are big! Many items are priced below usual cost! Every item priced far below regular!

Shop With Assurance — Shop for Christmas — in Block's 39th Anniversary Sale!



Usual \$38 and \$50

FUR COATS

With An Anniversary Price!

\$31.85

Sealenes (Coney) Ermine Stripe
Russian Cats Lapin (Coney)
French Beaver Caracul (Coney)

Anniversary brings you sleek luxurious fur coats at a price no more than you would pay for a cloth coat! Limited quantity... but all taken from our higher-priced stock and specially priced for Anniversary! Fitted styles! Swagger coats! Women's and misses' sizes!

BLOCK'S—Downstairs Store.



Anniversary SALE

Winter COATS

Regularly \$16.75, \$19.95

\$11.95

Sports and fur trimmed dress coats of waffle weaves, diamond dots, diagonals, frieze, novelties, tweeds, plaids, checks and flannels! Women's sizes 14 to 20, 38 to 46.

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Anniversary SALE

Sports COATS

Regularly \$10.95

\$7.95

Swaggers, fish tail flares and plaid backs in gaily colored checks, plaids and solid colors! New sleeve treatments! New stitched collars! Sizes for women and misses!

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Thank Anniversary Sale for a \$11.05 Savings on These Regular \$28 Quality

FURRED COATS

Limited Quantity Special for This Event!

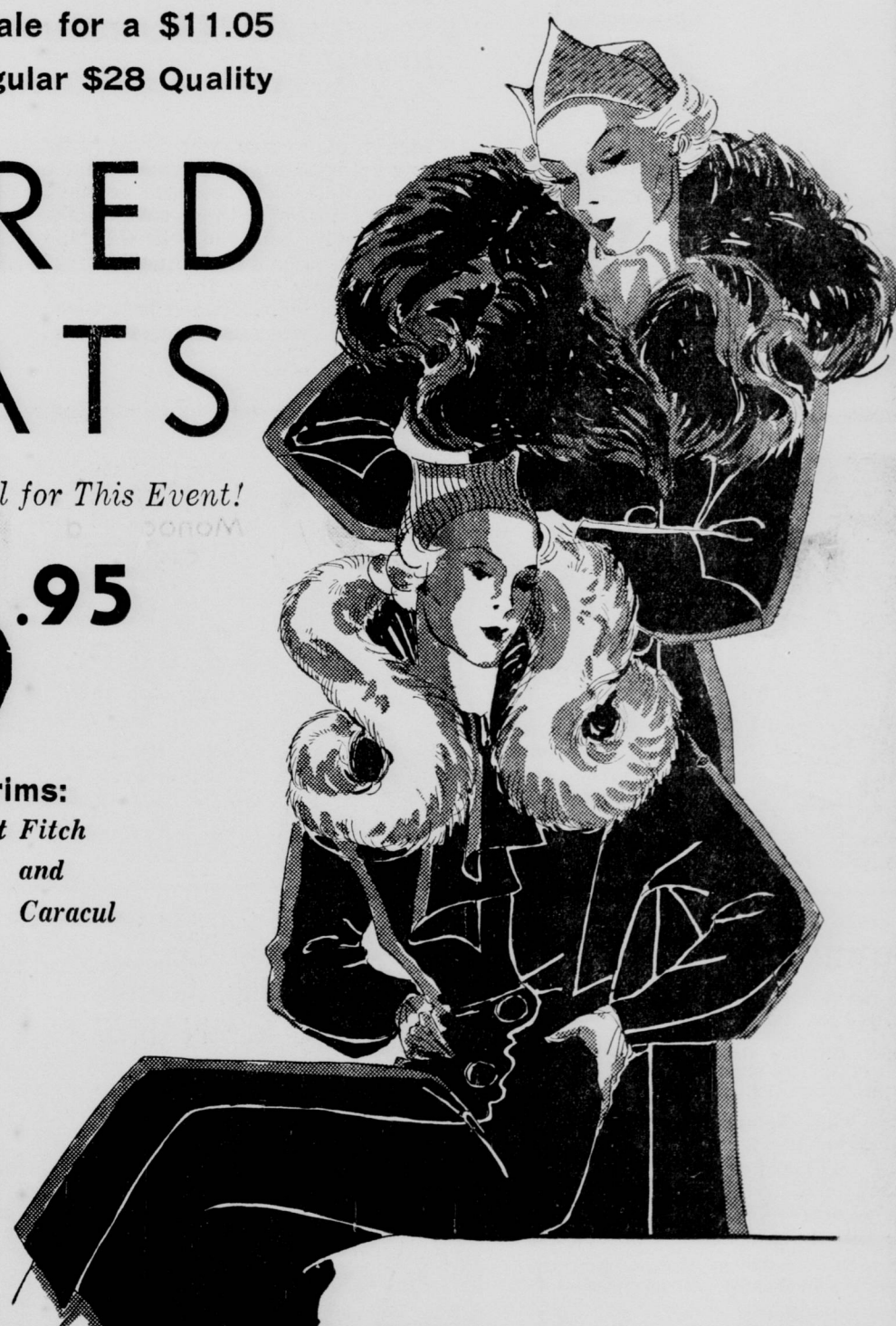
\$16.95

These Fur Trims:

Squirrel Dyed Marmot Fitch
Skunk Fox and
Wolf Fox Paws Caracul

You can't judge the beauty, the smartness, the quality of these coats by their low price! They are exceptional values, because we bought them at a price concession for this event! Be prepared for the worst weather in a coat that boasts the newest in fabrics and fur trim! Barks! Crepes! Diagonals! Lattice weaves! Friezees! Silk crepe lining! Women's and misses' sizes 14 to 20, 38-44, 46-50.

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Anniversary SALE

Women's HANDBAGS

Usually Higher Priced!

84c

Patents, cowhide, seal grain leathers! Simulated alligator, patent, calf leathers! Wool muffs! Styles! Crepe and novelty fabric bracelet bags! Black, brown, navy, green and tan! Many with fittings.

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Anniversary SALE

Crisp NECKWEAR

Regularly 50c!

39c

Smart acetate satins and metallic novelties in rough or V-neck styles! With bows, ruffles and button trims! White and colors! For women and misses!

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Anniversary SALE

"Wilbur's" Candy Bars

Regular 5c Bars

5 for 11c

A sweet chocolate bar from a maker of wholesome candies... fine for the children's lunches! Each bar 1 1/2-ounce weight!

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Bought Specially for Anniversary!

Balbriggan Pajamas

Irregulars of \$1.49 Quality!

89c



Sleep snugly... sleep smartly in balbriggans styled by a famous maker for your comfort! With long sleeves, short sleeves or raglan sleeves! Little boy or Russian front closings! One or two-piece styles! Women's and misses' sizes.

Outing Gowns 55c

Usual 79c heavy quality gowns, full length with double yokes! Just 500 for women and misses!

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Anniversary SALE

Blanket ROBES

For Women and Misses!

\$1.79

Purchased for this event before the price advance! Today we can't buy this quality for this low price! Of heavy blanket fabric in rich floral and ombre patterns!

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Anniversary SALE

PANTIE VESTS

of Warm Tuckstitch!

17c Each

REGULAR 25c, 30c QUALITIES at the lowest price we've ever offered such unusual first quality garments! Also included are genuine Men-O-Ray Ensembles made to sell for 35c! For women and misses!

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Anniversary SALE

"Ripless" SLIPS

Lowest Price Ever Sold in Indianapolis!

59c

Of a silky-like rayon fabric constructed not to pull out... another slip in yours if it should! Full cut body-hugging bias lines in full length, tailored or lace styles! Women's sizes, 34 to 44!

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Anniversary SALE

Silk LINGERIE

Buy Now for Christmas!

99c

Satin or crepe dance sets, chemises and pajamas! Slips and gowns of heavy crepe! Since we bought these garments, silk prices have advanced! Buy now at savings! Lace or tailored styles! For women and misses!

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Anniversary SALE

Bemberg SLIPS

Irregulars of \$1.39 Quality!

77c

2 for \$1.50

Ideally form-fitting... 48 inches long... won't stretch or sag... seams won't break or rip! Bra, bodice or California tops or built-up shoulder in any or tailored style! See rose black, brown, white! Sizes 34 to 52.

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Special! "Charmfit" Rubber Reducing Garments

Introduced at an Anniversary Low!

\$1



Three types of unusual reducing garments from which to choose at this low price! Perforated rubber foundations with swami tops, sizes 34 to 44. 16-inch side lace cloth covered rubber step-ins, sizes 26 to 36. Back lace rubber corset, sizes 26 to 36.

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Anniversary SALE

Women's Foundations

Wide Assortment of Styles!

\$1.79

Of imported laces, rich brocades and batistes! Corsettes! Front, talon zipper, 12, 14 and 16-inch side hook or semi-step-in girdles! For women and misses!

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