

BLOCK'S DOWNSTAIRS STORE

Pre-Opening Event!

Children's Shoes

20,000 Brand New Pairs Sale-Priced Before the Formal Opening of Our New Department!



IN THE DOWNSTAIRS STORE

"College Boy"

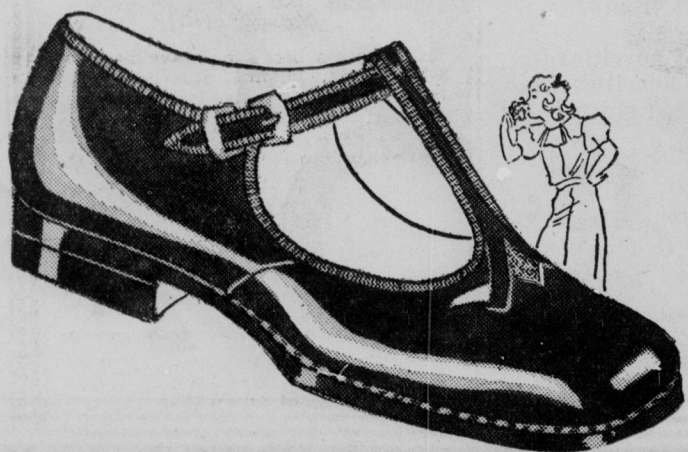
Shark Tip Shoes

Lowest Price in the City for This Quality!

A real shoe made for real boys! Of black or brown elk with non-scutt shark-skin leather tips that always look like new! Genuine Goodyear welt construction. Boys' sizes 2½ to 6, widths A, B, C.

\$2.98

Escalators to Block's Downstairs Store



IN THE DOWNSTAIRS STORE

Boys' and Girls'

"Tom Sawyer" Shoes

Scientifically Designed for Growing Feet!

Hundreds of mothers have found "Tom Sawyer" shoes perfect for active boys and girls! High or low styles with miles of wear in the solid leather soles! Black or brown elk! Black patents! Sizes 8½ to 12, 12½ to 3.

\$1.39

Escalators to Block's Downstairs Store



IN THE DOWNSTAIRS STORE

For the Toddler!

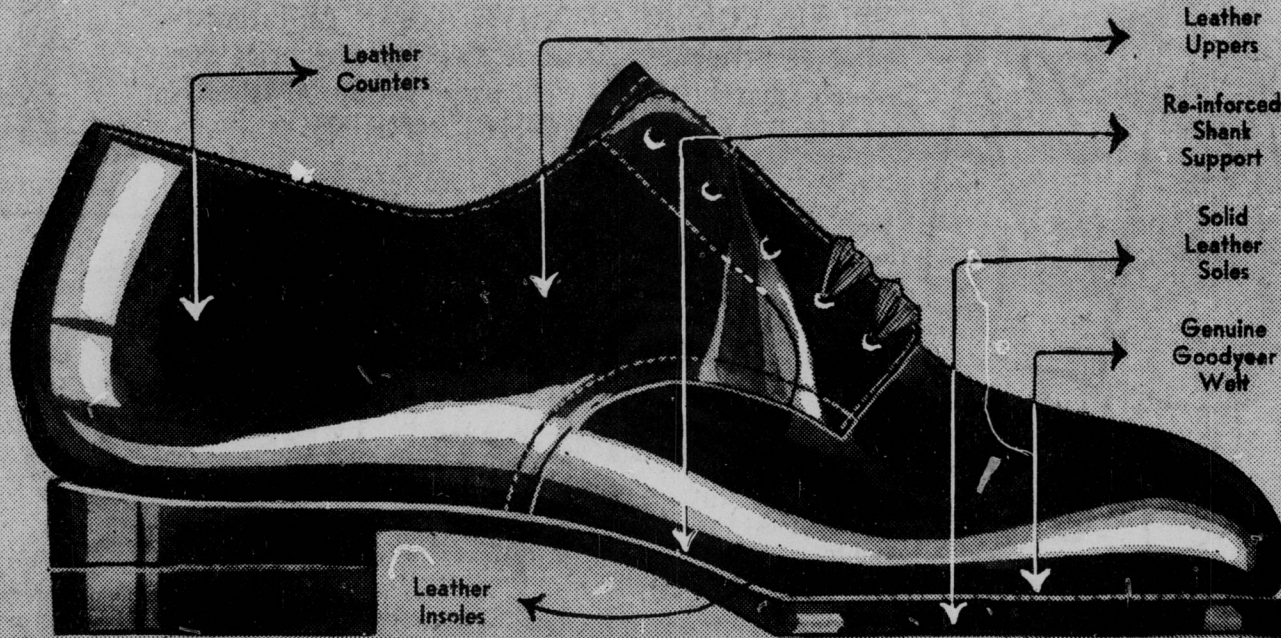
"Health Walk" Shoes

Let Little Feet Grow Straight and Strong!

These little shoes were specially designed to meet the needs of little feet! Your choice of black patent or white calf in oxfords, sandals or high shoes! Sizes 3 to 8.

\$1.19

Escalators to Block's Downstairs Store



First Time We've Ever Offered This Quality at This Low Price!

Children's Goodyear Welt

All-Leather SHOES

The Best Buy in the City!

\$1.98

Sizes

8½ to 12
12½ to 3

Patent Oxfords and Straps!
Genuine Buck High Shoes!
Also Brown Elks!

We've shopped the city! We've written leading department stores throughout the country! We find that without doubt that this is the year's MOST OUTSTANDING CHILDREN'S SHOE VALUE! The uppers and soles are of wear-withstanding leather! The insoles are leather! The counters are leather! The shark is re-inforced! AND THE LONG-LIFE GOODYEAR WELTS are final proof of their worth! Buy several pairs for this season and next!

Escalators to Block's Downstairs Store



IN THE DOWNSTAIRS STORE

Growing Girls'

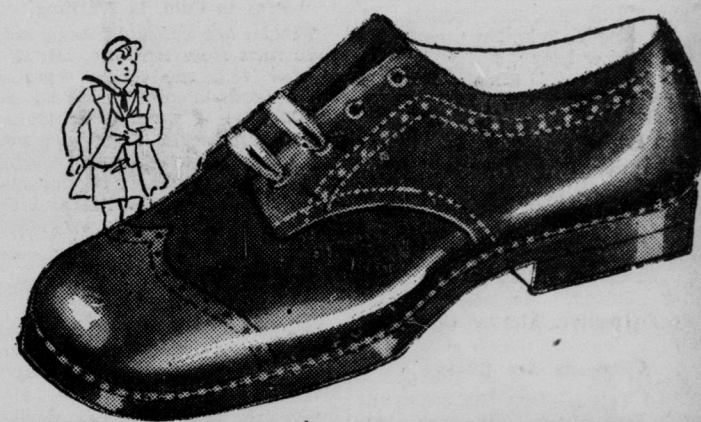
SPORTS Shoes

Dozens of Good-Looking Styles for Only

Black or brown calf or elk leather in the most popular oxford models, including 5-yelet perforated ties! Well made with leather soles and insoles. Sizes 3 to 8.

\$1.98

Escalators to Block's Downstairs Store



IN THE DOWNSTAIRS STORE

Boys' and Girls'

Champion Health Shoes

Guaranteed to Be 100% Solid Leather!

A well-known make built as nature intended with plenty of room for growing toes! High or low styles in black or brown elk! Some with shark tips! Boys' and girls' sizes 8½ to 12, 12½ to 3.

\$1.79

Escalators to Block's Downstairs Store



IN THE DOWNSTAIRS STORE

Growing Girls'

ROSALEE JUNIORS

Dozens of Brand New Spring Styles!

Side ties, ghillies, monk straps and 5-yelet oxfords in brown, black or two-tone calf leathers as well as dressy black patent! Girls' sizes 3½ to 8, widths AAA to B.

\$2.98

Escalators to Block's Downstairs Store

AND REMEMBER . . . THESE SHOES ARE ON SALE ONLY IN BLOCK'S DOWNSTAIRS STORE