

Shop and Save in Air-Cooled Comfort



A Big Special Purchase of Cool Full and Knee-Length



SILK HOSE

Full-Fashioned Seconds of 69c to \$1 Qualities!

2 Prs. 85c

- Sheer Chiffons With Lisle Re-inforced Feet!
- Cool Chiffon Knee Lengths!
- Service Weights With Lisle Tops!

Vacationing or staying at home? In either case you'll want plenty of these new chiffon hose! So sheer they seem fragile... yet they give satisfactory wear, because the feet are guarded by sturdy lisle reinforcements! The knee-lengths have long-wearing elastic garter tops! We were lucky to get this very special purchase... you'll be wise to buy at least a half dozen pairs! We don't expect to buy more to sell at this price when this shipment is gone. All the new dull shades in sizes 8½ to 10½ for women and misses!

ESCALATORS to Block's Air-Cooled Downstairs Store.

We Offer You Variety in Cool Washable DRESSES

Scores of Styles for Vacationing, for Business, for Stay-at-Home, for Sports, Specially Priced for Limited Time!

\$1.98

- Crown Tested Powder Cloths!
- Washable Prints!
- Washable Acetates!
- Also 2-Pc. Knits!

These are the dresses for the hot wear-and-wash days of summer! They look cool! They are cool... and they're practical! So practical that you'll want several to take you through the summer's heat... smartly and crisply fresh. WHITES! All the new and desirable pastels! Sizes for women and misses!

ESCALATORS to Block's Air-Cooled Downstairs Store.



TWO GREAT FRIDAY "SCOOPS" AT ONE VERY LOW PRICE!

A Well Known Maker Closed Out Garments That He Had Made to Retail at \$10.95, \$15! We Bought Up His Stock and Offer It Now Below Original Intended Wholesale Price!

200 Sports Suits, COATS

Also Included Are 50 Garments to Clear From Our Own Stock Originally \$10.95!

THE SUITS:

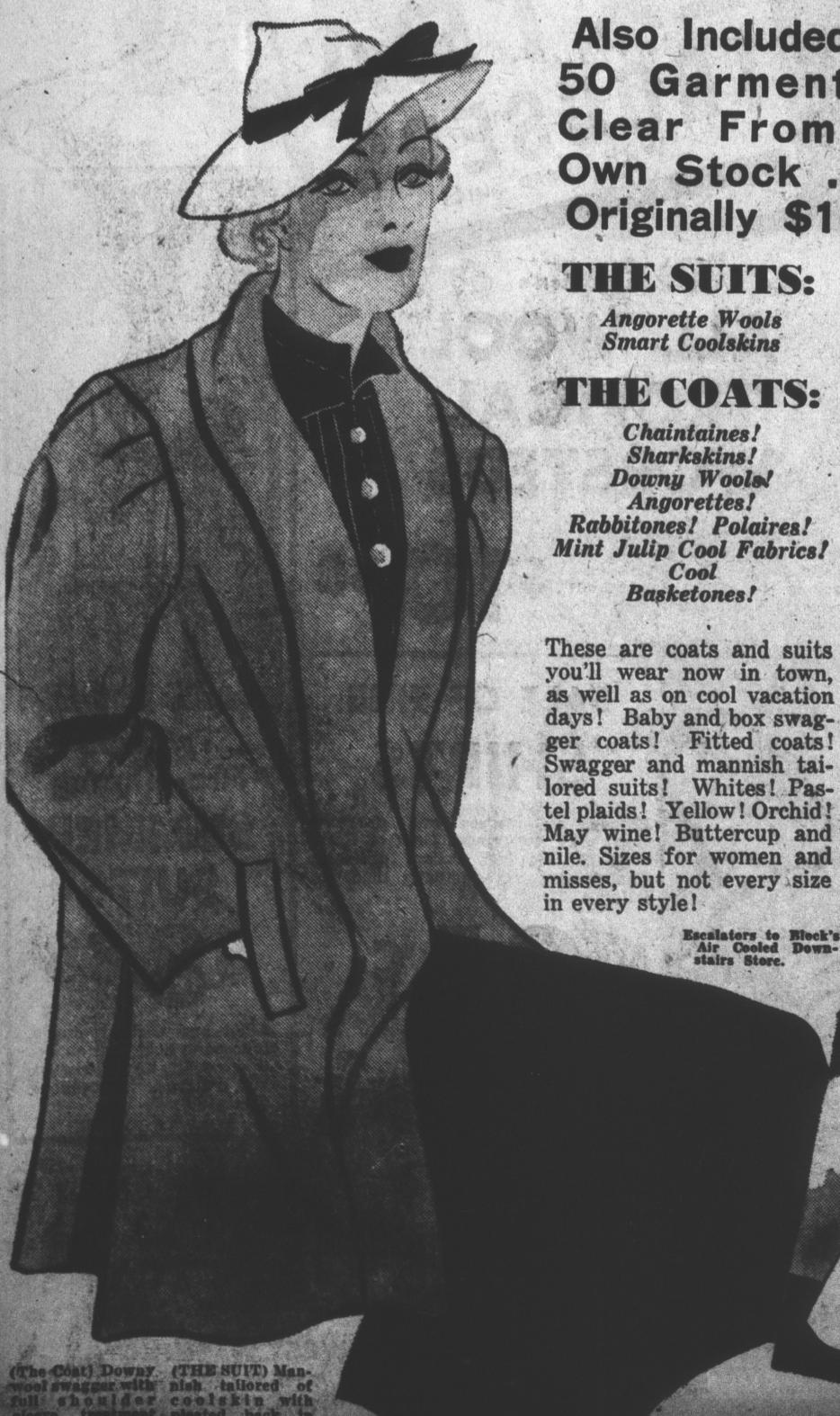
Angorette Wools
Smart Coolskins

THE COATS:

Chaintaines!
Sharkskins!
Downy Wools!
Angorettes!
Rabbitones! Polaires!
Mini Tulip Cool Fabrics!
Cool Basketones!

These are coats and suits you'll wear now in town, as well as on cool vacation days! Baby and box swagger coats! Fitted coats! Swagger and manish tailored suits! Whites! Pastel plaids! Yellow! Orchid! May wine! Buttercup and nile. Sizes for women and misses, but not every size in every style!

Escalators to Block's Air-Cooled Downstairs Store.



(The Coat) Downy. (The Suit) Manish swagger with rich tailored of full shoulder coolskin with sleeve treatment pleated back to legs.

**IS
5
EACH**



Fresh From The Markets! Smart, Cool Usual \$6.98 and \$7.98 Qualities Specially Purchased for This Friday Sale!

'Showboat' and Better Lace DRESSES

Check the Unusual Quality of the Fabrics and The Excellence of The Tailoring!

THE FABRICS:

French Laine Laces
String Laces
Novelty Laces
"Showboat" Chiffons
Renne Laces
Spider Web Powder Laces
Imported Laces
"Showboat" Shantungs

THE SIZES:

Junior Sizes 11 to 19
Misses' Sizes 14 to 20
Women's Sizes 38 to 44

Plenty of jacket frocks to wear with or without the jackets! Loads of new SUNBACK STYLES! Also new embroideries and lace trims! WHITES, maize, tea tone, powder blue, peach, Nile, pink, navy, black-white, posy prints and the bright new CAC-TUS COLORS.

Escalators to Block's Air-Cooled Downstairs Store.



(STANDING) White sunback dress with pleated skirt and embroidery jacket.
(SEATED) Crepe two-piece with lace insert.