

BLOCK'S COOL DOWNSTAIRS STORE

SHOP AND SAVE IN AIR-COOLED COMFORT!

The 'Makings' of a Happy Fourth of July

For Women and Misses

PLAY SUITS
\$1.00

SWIM SUITS
\$1.98

All assortments of prints, mostly nautical, with halter tops and shorts, some plaid. Wild colors or assortments. Women's and Misses' sizes 14 to 20.

Waist Band Culottes
\$1.00

RIDING Jodhpurs
\$1.98

Pastel and white piques and desert cloths excellently tailored. Wear them with shirts or halter tops.

Slacks and Overalls
\$1.00

Gay Halter TOPS
49c

The slacks are of navy, white, red or brown gabardine, terrycloth, duckskin, natural Chatham suiting or blue chambray; sizes 14 to 20. The overalls are bib styles of chambray or desert cloth.

SPORTS SHIRTS
\$1.00

SPORTS SHORTS
59c

Well tailored, wool jerseys in navy, brown or white with contrasting trims. Some with stripes on collars, others with nautical cut out figures. For women and misses.

ESCALATORS to Block's Air-Cooled Downstairs Store.



We're Ready for That Fourth of July
Outing With Lots of Snappy New

COOL PRINT CULOTTES

\$1.09

Women's and
Misses' Sizes
12 to 20

One and two-piece styles . . . with cool sun-backs for those who want to tan . . . as well as trim shirt-waist fashions! Choice of prints and piques in patterns gayer than you ever dreamed possible!

ESCALATORS to Block's Air-Cooled Downstairs Store.



They Look as Crisp as a Lettuce Leaf!
They Wash Like a Charm! Washable Waffle

PIQUE COATS

\$1.98

Women's and
Misses' Sizes
14 to 20

Choose from two stunning styles . . . one with a choir-boy collar that ties with big black bow . . . the other with notched lapels and wide flare collar. Both have a deep inverted pleat in back to make them swing gracefully when you walk! Styled to wear them day and night clothes!

ESCALATORS to Block's Air-Cooled Downstairs Store.

An Extraordinary Fourth of July Event!

500 Brand New

WHITE HATS

- White Felts
- White Crepes
- White Piques
- White Linens

Wide Brim
Natural Tuscan

99c
When They Last

99c

100 White Crepes
and Novelties

55c
Originally \$1
to Clear

ESCALATORS to Block's Air-Cooled Downstairs Store.



Special Purchase of
Just 32

FUR COATS
\$38

Use Our Will Call
Fur Coat Club and Buy Now!

The sleek luxury of these pelts, the smart styling of these fitted or swagger models, make these furs exceptional QUALITIES at just \$38! Choice of black or log cabin brown in women's and misses' sizes 14 to 20.

"Coney."

ESCALATORS to Block's Air-Cooled Downstairs Store.

Sale!

Out Go 1,680 Pairs
Summer Shoes Regardless
of Their Cost!

WOMEN'S SHOES

Every Pair Drastically
Reduced! The Quality
and Styles You Want!



Styles you want to wear for the rest of the summer and in the early fall! Styles for dress and sports occasion! Buy them now for your vacation . . . at just \$1 you can afford several pairs.

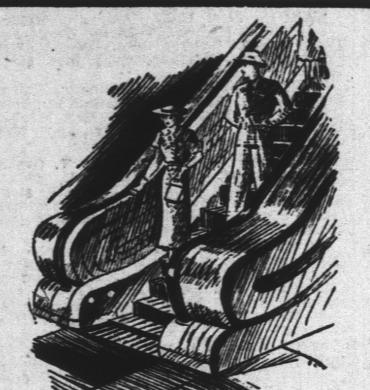
Elks! Nu-Bucks! Linens!
Sandals! Ties! Straps!

Do Your Shopping Early!
Plenty Extra Sales People!

ESCALATORS to Block's Air-Cooled Downstairs Store.

\$1

Pair



For the
Convenience
of Our
Customers . . .

Two Streamline
Escalators
With a Capacity of
6,000 People An Hour
Go to and From
Block's
Air-Cooled
Downstairs Store.



Another
History-Making
Hosiery Achievement!

Exclusive in
Indianapolis
with Block's
Downstairs
Store.

Celsheer Ringless SILK HOSE

Fashioned by the Celanese Corp. of America
From Its Famous Quixilver Satin Yarn!

3 Pairs **\$1**



Friday Special
Half Soles

For Men's,
Women's and
Children's
Shoes!

59c

While-you-wait service if desired!
All work guaranteed for only excellent quality material and expert workmanship used.

ESCALATORS to Block's Air-Cooled Downstairs Store.

Semi-Sheer
Perspiration Proof
Pure Dye Non-Spot
Fast Colors!

Knee-Action Flexibility!
Unconditionally
Guaranteed!
Fashioned Feet
(Mock Seams)

Hundreds of women are coming in to see and to buy this new stocking! It's the chemist's dream come true! A gleaming, lustrous, flattering new stocking . . . that's sweeping the nation! Note the features above and judge its practicality! All with stretch tops. Women's and misses' sizes 8 1/2 to 10 1/2 in pagó, snappy, toasty, burnt nude and caribou.

ESCALATORS to Block's Air-Cooled Downstairs Store.

The Downstairs Boys' Shop Is Full of SUMMER WEAR That Your Boy Wants and Needs!

Boys' Zipper Polo Shirts

Fine cotton mesh with
talon zipper front.
Plain white, maize
and blue. All sizes.

25c



Sanforized
Shorts

Lastex
fabrics with
backs, sides, and
brown woven
fabrics. Sizes
from 8 to 16. Also
cover cloths and fancy
prints.

59c

New Hollywood Sanforized Slacks

Wool fabric with
patch pockets, pleated
fronts, side buckles.
Brown, gray and light
brown. Sizes 10 to 20.

98c



Deeptone Sports Shirts

"Robin Hood" quality.
Also whites and fancy
color. Fast color! Sports
shirts, short sleeves
and Juniors' youth's and
button-on sizes.

55c



ESCALATORS to Block's Air-Cooled Downstairs Store.

Athletic Shirts
and Shorts, Ea.

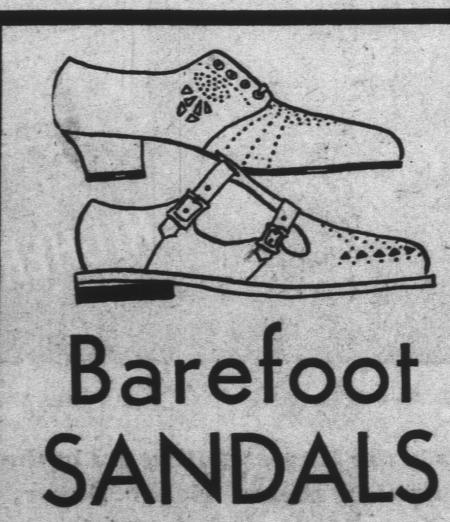
Full cut fancy print
shorts with
3-ton front. Fast
Cotton athletic
shirts. Sizes 24 to 34.

19c

Boys' Wash
Jumperalls

Long pant bib style of
fancy print suitings.
cover cloths and
oversew. Quilted
washable. Sizes 4 to 10.

59c



Barefoot SANDALS
66c

Limited
Quantity
For
Children

Made for coolness and miles of
wear, with fine elk uppers and
rubber soles! Choice of white or
brown.

Children's, Growing
Girls' Shoes, Reduced..

\$1

ESCALATORS to Block's Air-Cooled Downstairs Store.



SALE!
Entire Stock!
Fortune, Churchill
WHITE SHOES
For Men
and
Young Men
\$2.98

Cool perforated, vamps, buck, elk and
leather in styles that are right
for vacation and every occasion wear!
Smartly styled, yet low-priced because
shoes are slightly broken.

ESCALATORS to Block's Air-Cooled
Downstairs Store.