

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

Big assortment of prints, mostly nautical, with halter tops and shorts, some pleated! Wild color assortment. Women's, misses' sizes 14 to 20.

SWIM SUITS
\$1.98

All wool skirt or trunk models in red, black, brown, green, rose or maize. Women's and misses' sizes 34 to 42.

Waist Band Culottes
\$1.00

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

RIDING Jodhpurs
\$1.98

White, tan, black or brown gabardines, tailored to fit well. Women's sizes 24 to 34.

Slacks and Overalls
\$1.00

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

Gay Halter TOPS
49c

Crazy prints, mostly in nautical patterns. Triangle or butterfly styles, mostly with rope neck ties. Some with visor caps at 69c.

SPORTS SHIRTS
\$1.00

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

SPORTS SHORTS
59c

Cotton twills, well made with contrasting side stripes. In navy or brown, or white. Sizes 14 to 20.

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

Women's and Misses' Sizes 12 to 20

\$1.09

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

Women's and Misses' Sizes 14 to 20

\$1.98

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 with day and night clothes!

ESCALATORS to Block's Air-Cooled Downstairs Store.



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 Quiliver Satin Yarn!

3 Pairs \$1

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 pigo, snappy, toasty, burnt nude and caribou.

ESCALATORS to Block's Air-Cooled Downstairs Store.



An Extraordinary Fourth of July Event!

500 Brand New

Sale! WHITE HATS 99c

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

Wide Brim Natural Tuscans
99c

100 White Crepes and Novelties
Originally \$1 to Clear **55c**

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 whites, maize and blue. All sizes. **25c**

New Hollywood Sanforized Slacks

Woven fabrics with matching belts, pleated fronts, side buckles. Brown, gray and light blue. Sizes 10 to 20. **98c**

Deeptone Sports Shirts

"Robin Hood" quality. Also whites and fancies. Fast color! Sports neck, short sleeves. Junior, youth and button-on sizes. **55c**

Sanforized Shorts

Latex backs, belted fronts. Tan, gray or brown woven. Sizes from 8 to 16. Also cover cloths and fancy prints. **59c**

Athletic Shirts and Shorts, Ea.

Full cut fancy print broadcloth shorts with elastic side and button front. Fast colors. Cotton athletic shirts, sizes 24 to 34. **19c**

Boys' Wash Jumperalls

Long pant bib style of fancy print suiting, cover cloths and some seersucker. Guaranteed washable. Sizes 4 to 10. **59c**

ESCALATORS to Block's Air-Cooled Downstairs Store.

Special Purchase of Just 32 FUR COATS

Blocked Lapins Sealines **\$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 logabin brown in women's and misses' sizes 14 to 20.

*Coney. ESCALATORS to Block's Air-Cooled Downstairs Store.

Sale! WOMEN'S SHOES

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

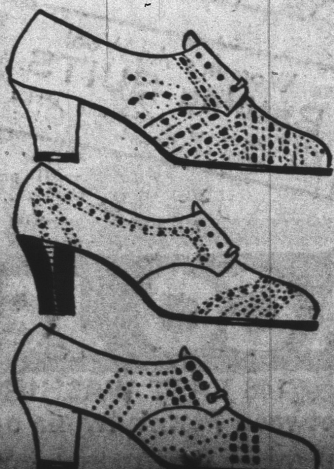
Every Pair Drastically Reduced! The Quality and Styles You Want!

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.



Barefoot SANDALS

Limited Quantity For Children **66c**

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 calf leathers in styles that are right for vacation and every occasion wear! Smartly styled, yet low-priced because sizes are slightly broken.

ESCALATORS to Block's Air-Cooled Downstairs Store.