

# BLOCK'S Air Cooled DOWNSTAIRS STORE

## SUMMER STORE HOURS:

Daily 9 to 5—Saturday 9 to 1



Lowest Price We've Ever Offered Children's

## BILLIKEN SHOES

July Sale Price

**\$1.99**

Originally  
\$2.95,  
\$3.45,  
\$3.95



Out they go at a July sale price! Your favorite WHITE BILLIKENS! Narrow and wide widths. The makers of Billikens have been building shoes to train growing feet for years! Don't deny them to your child when they're priced so low!

ESCALATORS to Block's Air-Cooled Downstairs Store.



Outstanding July Sale!

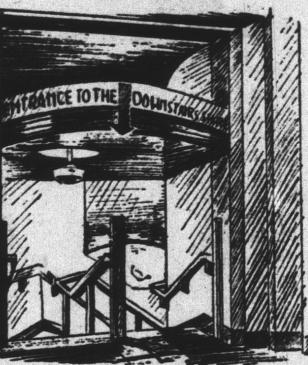
## Natural Tuscan WHITE HATS

Featuring White Crepes, Piques, Felts!

**88c**

ESCALATORS to Block's Air-Cooled Downstairs Store.

- Sport Brims
- Swagger Brims
- Peach Baskets
- Wide Brims
- Small Brims
- Turbans
- Every Headsize



For the Convenience of Our Customers:

A New Outside Entrance . . . Just 12 Seconds From the Arcade to Block's Air Cooled Downstairs Store

**Clearance**  
Women's, Misses' Sportswear

(125) Pastel Pique Skirts, Orig. \$1	<b>49c</b>
(33) Linen Jackets, Orig. \$1.98	<b>69c</b>
(60) Pastel Pique Swag-ger Coats, Orig. \$1.98	<b>39c</b>
(112) Pastel Organdy Blouses	<b>59c</b>

ESCALATORS to Block's Air-Cooled Downstairs Store.



First Time in Our History for This Make at This Low!

## First Quality Boucle GOWNS PAJAMAS

July Sale Price

**88c**

These qualities ordinarily sell for \$1.18, \$1.39, but we scooped up this special purchase to sell for 88c! 2-piece pajamas! Bodily tailored or lacy gowns! Lovely pastel colors and combinations! Regular and extra sizes for women and misses!

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Original \$1.59, \$1.98  
**WASH FROCKS**

Our Limited Quantity Will Travel Out Fast at Just

**88c**

Short sleeve and sleeveless styles . . . cool for summer days! Such desirable fabrics as broadcloths, prints, crêches, a n/c, crisp organdies! Broken sizes for women and misses! Clearance!

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# JULY SALES

# Sale!

Limited Quantity Salesmen's Samples! Many One-of-a-Kind!

## CANDLEWICK BEDSPREADS

We Scooped Hundreds of Other Stores to Bring You This Once-a-Year Sale!

**\$1.79**

The maker offers these sample lots for sale only once a year! Every store in the country is after them . . . BUT WE GOT THEM! You'll find spreads so luscious you'll shriek with delight . . . some are chenille tufted . . . others are generally tufted with full, large dots . . . a sure test for a really good candlewick. Save ONE-THIRD OR ONE-HALF the usual prices on THESE SPREADS . . . the products of hours of painstaking labor by the mountain women of Georgia.

Very Special Purchase of 40 Candlewick BEDSPREADS

While They Last

**79c**

No phone, mail or C. O. D. orders.

Other Sample Candlewick Spreads in Three Low Price Groups:

**\$2.95 \$3.95 \$4.95**

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## July Sale! SHEER COTTONS

Special Purchase of Usual 29c, 39c Qualities!

Lonsdale Printed Sanforized Printed Dimities! Printed Muslins! Parasol Tissue Ginghams! Printed Sheer Cords! Printed Lace Voiles!

SEW AND FIND SMARTNESS AT YOUR NEEDLE'S TIP! With these sheer, cool printed cottons, you can make the most darling summer frocks and blouses imaginable! All fast colors in luscious summer combinations of colors.

### Remnants White Goods

1 to 5-yard lengths of fancy broadcloths, oxford basket weaves, novelty fabrics and sheer white cottons!

10c

ESCALATORS to Block's Air-Cooled Downstairs Store.

### 'Pepperell' Peggy Prints

Smooth finish in lovely fast colors.

Usually 19c yard. 36-inch widths.

Special Sale price!

**19c**

Yd.

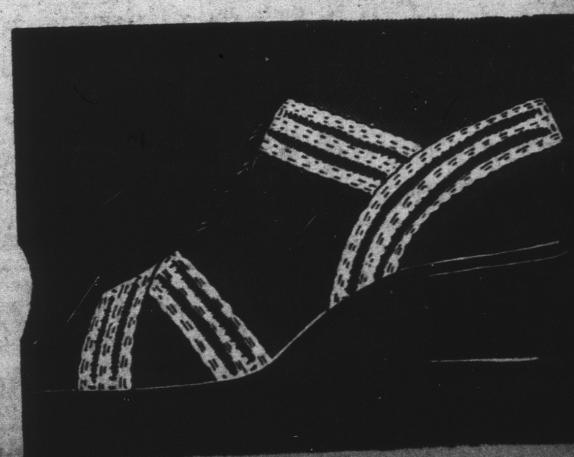
## HALF-PRICE SALE! SANDALS

Entire Stock of Our Sandal Shop Now July Clearance Priced!

Original \$1.99 Quality

**99c**

Gay linens! The popular Knit-Knax string sandals (sketched)! Patens in a wide variety of colors! Also elk leathers! Toeless and strap sandals as well as many, many other styles. The sizes for women and misses are slightly broken. Hurry!



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