

BLOCK'S *Air Cooled* DOWNSTAIRS STORE

SUMMER STORE HOURS:
Daily 9 to 5—Saturday 9 to 1



Sale!

Made Up During the Dull Season by a Manufacturer Who Wanted to Keep His Organization Intact!

SPORTS COATS

Fabrics

American Shadow Plaids
Wyandotte All-Wool Fleece
Window Pane Woolens
Heather Hill Woolens
High Fleece Plaids
Plaid Backs
Overplaids

\$8.95

Use Our Layaway Plan and Buy Now!

We purchased these coats from a maker who sacrificed his profits to keep his force intact during the dull season! You'll find them carefully made, more so than coats made up during the rush season! You'll find them smartly tailored with 1936 fashion details . . . and you'll find fabrics that will cost you more later in the fall. Such new colors as raisin brown, brickstone, oxford gray, blue, spruce, new grays, checks, ombres and plaids. Women's sizes 12 to 20, 38 to 44. Buy now and save.

ESCALATORS to Block's Air-Cooled Downstairs Store.

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!

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

88c

ESCALATORS to Block's Air-Cooled Downstairs Store.



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. 79c, \$1 **49c**

(33) Linen Jackets, Orig. \$1.98 **69c**

(60) Pastel Pique Swagger Coats, Orig. \$1.98 **39c**

(112) Pastel Organdy Blouses **59c**

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 \$1.19, \$1.39, but we scooped up this special purchase to sell for 88c! 2-piece pajamas! Dainty tailored or lacy gowns! Lovely pastel colors and combinations! Regular and extra sizes for women and misses!

ESCALATORS to Block's Air-Cooled Downstairs Store.

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, crashes and crisp organdies! Broken sizes for women and misses! Clearance! ESCALATORS to Block's Air-Cooled Downstairs Store.

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 . . . all are generously tufted with full, fluffy dots . . . a sure test for a really good candlewick. Save ONE-THIRD OR ONE-HALF ON 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

ESCALATORS to Block's Air-Cooled Downstairs Store.

July Sale! SHEER COTTONS

Special Purchase of Usual 29c, 39c Qualities!

Lonsdale Printed Sanforized Muslins!
Parasol Tissue Gingham!

Printed Dimities! Printed Flaxons!
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.

'Pepperell' Peggy Prints

Smooth finish in lovely fast colors. Usually 19c yard. 36-inch widths. Special Sale price!

ESCALATORS to Block's Air-Cooled Downstairs Store.

19c Yd.

10c Yd.

12c 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)! Patents 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!

ESCALATORS to Block's Air-Cooled Downstairs Store.

