

BLOCK'S *Air Cooled* DOWNSTAIRS STORE

JULY SALES

All Items On Sale Tomorrow, and Saturday Until 1 P. M.

First Time We've Heard of These First Qualities at This Low Price!

Nude Leg Silk Hose

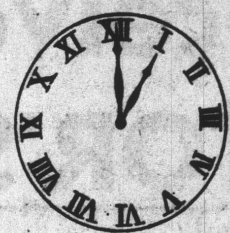
Lovely Ringless Crepe Hose With That Bare-Leg Look!

July Sale Price

55¢ PR.

Another scoop for Block's Downstairs Store! Again we bring you an advance hosiery fashion at a budget price! Nude-leg hose have no back seams... they're circular knit of strong but sheer silk threads... then tapered to fit the ankle and leg perfectly. They look like your bare leg... they fit like your bare skin. For women and misses!

ESCALATORS to Block's Air-Cooled Downstairs Store.



Summer Store Hours

To add to the enjoyment of our employees, Block's will observe these store hours—

Daily: 9 to 5
Saturday: 9 to 1

Vacation in Washables and Keep Cool Looking!

Summer DRESSES

A Selection of Almost 600... 356 of Which Were Made to Sell for \$5.95!

\$2.98

Stehli's Washable Fanfare Crepes
Stehli's Shantung Alencon Type Laces

Printed Novelties French Crepes Washable Crepes Acetates

We stress WASHABLES in this July Sales event, because we know you're looking for WASHABLES! We point out to you our wide assortment of tailored daytime frocks because we know that tailored things are more practical and even cooler in summer... for stay-at-homes, for vacationers and for the business-bound! We advise you to choose several in cool-looking pastels... in whites... in frosty prints and chic polka-dots. Sizes 14 to 20, 38 to 52, 16 1/2-22 1/2.

ESCALATORS to Block's Air-Cooled Downstairs Store.



Reduced for Clearance! Several Hundred Prs. of

WHITE SHOES

For Women! Widths AA, A, B and C.

\$1.00

DRESS SHOES! SPORTS OXFORDS! SPECTATOR SPORTS SHOES! Nu-Buck and elk leathers! Cool sandals and durable oxfords! Buy several pairs for now and next season.

ESCALATORS to Block's Air-Cooled Downstairs Store.

Sizzling With Values! Of Crispy Cool Fabrics! Better Quality WASH FROCKS

\$1.69

Cool linens! Dainty voiles! Jenny Lind muslins! Crisp piques! Cool eyelets! Slub cloths! Sheer dotted Swisses and flock dots! Styles for every age and every occasion... sleeveless or with sleeves! Sizes from 14 to 52 included, but not in every style. Hurry!

ESCALATORS to Block's Air-Cooled Downstairs Store.

New Shipment Just Arrived!

MESH SPORTS SHIRTS

July Sale Price

59¢

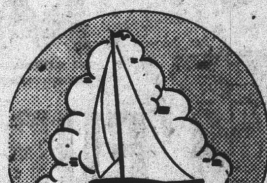
Blue, white, brown and maize shirts of cool porous weave mesh! Tailored types with boyish collars, talon zipper fastener and pocket! In small, medium or large sizes for women and misses!

SANFORIZED SPORTS SLACKS

Imperfects of \$1.98 Quality

\$1.19

Navy or brown slacks with permanent crease and adjustable side tab! A recent special purchase that means July savings for you. For women and misses! ESCALATORS to Block's Air-Cooled Downstairs Store.



COOL... as an OCEAN... BREEZE

For the Comfort of Our Customers:

We circulate cool, filtered air to every corner of Block's Downstairs Store. This air is washed and cooled by 400 horse power refrigerating machines, maintaining a relative humidity of 47%, and an approximate temperature of 77 degrees F.



Clearance! Cool Mesh Inner-Belts

Wear Them Through July and August and Be Comfortable

\$1.69

Well made, lightly boned garments with inner-belt, built-up shoulder and novelty bra top! Sizes from 38 to 54 for women and misses! ESCALATORS to Block's Air-Cooled Downstairs Store.

Sew and Keep Cool in Sheer, Printed COTTONS

Special Purchase of Usual 29c, 39c Qualities!

19¢ Yd.

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

Buy these for next season's wardrobe as well as for now! They're cool... in luscious combinations of colors! The qualities would usually cost you more! All fast colors. Also Peggy Pepperell Prints, Yd., 12c

\$1.19 BOX AWNINGS

Ready-to-hang in choice of 2 desirable patterns! Four-color style. Specially priced.

99¢

EMPIRE SHEETS SECONDS OF MOHAWKS

Laundry and laboratory tested! Bleached snow white with tape selvage. 51x90 and 72x90 sizes. 51x90, 72x108 sizes, 94c. 42x36 Cases, 4 for 94c

84¢

Jumbo Priscilla Curtains

48-inch width to a side! 2 1/4 and 2 1/2 yards long! All the new popular shades with wide ruffles.

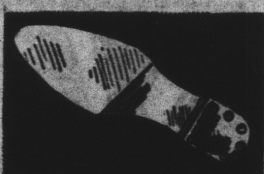
\$1

Sale of CURTAINS, Now

Cottage sets! Bathroom curtains! Tailored and ruffy Priscillas! Soft pastel shades.

59¢

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Friday and Saturday Special!

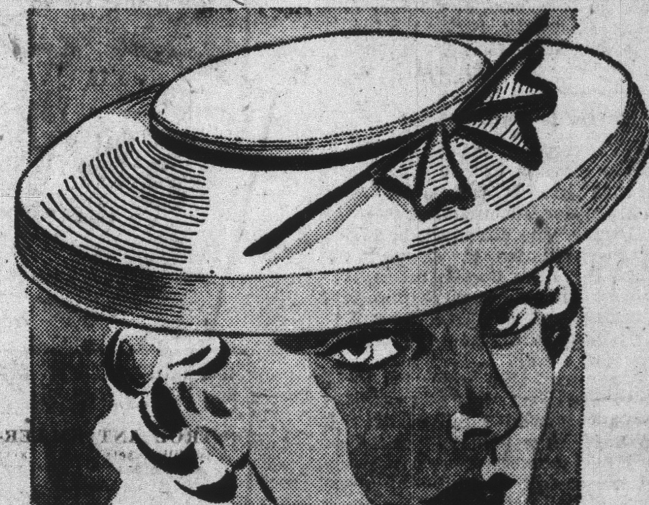
HALF SOLES

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

59¢

FAST WHILE-YOU-WAIT SERVICE in our NEW shoe repair department. Only excellent materials used and all work GUARANTEED. Have all your shoes repaired for that rough and ready vacation.

ESCALATORS to Block's Air-Cooled Downstairs Store.



They're Here! Brand New Crisp and Cool

WHITE HATS

Crepes! Felts! Piques! Tuscans and Straws!

All the New Brim Treatments! All the New Trims! All Headsizes for Women

\$1



Beautifully Blocked

WHITE and DARK BRIM LINENS

also **\$1.95** White Felts White Crepes White Piques All Headsizes

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