

BLOCK'S *Air Cooled* DOWNSTAIRS STORE

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
2.
Prs.
\$1

55c

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.

Reduced for Clearance!
Several Hundred Prs. of

WHITE SHOES

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

\$1.00



DRESS SHOES! SPORTS OXFORDS! SPEC-
TATOR 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 mus-
lins! 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

59c

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

Imperfections
of \$1.98
Quality

\$1.19

Navy or brown slacks with permanent crease and ad-
justable side tab! A recent special purchase that means
July savings for you. 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



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.



\$2.98

Stehli's Washable
Fanfare Crepes
Stehli's Shantungs
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, 18 1/2-22 1/2.

ESCALATORS to Block's Air-Cooled Downstairs Store.

Sew and Keep Cool in Sheer, Printed COTTONS

Special Purchase of
Usual 29c, 39c Qualities!

19c
Yd.

Lonsdale Printed
Sanforized Muslins!
Parasol Tissue Ging-
hams!
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.

99c

EMPIRE SHEETS

SECONDS OF
MOHAWKS

84c

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 ruffly Priscillas! Soft
pastel shades.

59c

ESCALATORS to Block's Air-Cooled Downstairs Store.

Friday and Saturday
Special!

HALF SOLES

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

59c

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.



Vacation in Washables and Keep Cool Looking!

Summer DRESSES

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



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
White Felts
White Crepes
White Piques
\$1.95

All
Headsizes

ESCALATORS to Block's Air-Cooled Downstairs Store.