

BLOCK'S *Air Cooled* DOWNSTAIRS STORE

JULY SALES

**A Sweeping Sale You
Can't Afford to Miss!**

**Better Quality
Wash Frocks**

\$1.59

- 300 Dresses made up to sell for \$1.59 from fabrics usually found in higher-priced groups
- 500 Dresses, Usually \$1.98, Specially Purchased!
- 200 Dresses, Usually \$2.98, Specially Purchased!

These dresses are being rushed in as we go to press! All look like much more than the price on their tags! Such unusual fabrics as cool linens, dainty voiles, Jenny Lind muslins, crisp piques, cool eyelets, slub cloths, sheer dotted Swisses and flock dots! Also cotton laces and fruit prints! Styles for every age and every occasion. Sizes from 14 to 52.

ESCALATORS to Block's Air-Cooled Downstairs Store.



**Small Lot of Very Much
Higher-Priced Qualities!**

Wholesaler's Surplus

**WHITE
SHOES**

While
They
Last

\$2.98

The styles are new! The size ranges complete as they go on sale! Hurry for your choice of these better qualities! Trimmed pumps! Straps! High heel dress oxfords! Linens! Kids! Bucks! Women's sizes 5 to 8, widths AAA, AA, and A.

ESCALATORS to Block's Air-Cooled Downstairs Store.

ENTIRE STORE CLOSSES SATURDAY AT 1 P. M.

Keep Cool and Save!

Men's, Young Men's

**SUMMER
SUITS**

Many Irregulars of \$5, \$6, \$7
Qualities!

Also Firsts of \$5 Qualities!

\$2.98

We heartily endorse these suits to men who want coolness and good looks at low cost! Single or double breasted models! Such irregularities as misweaves that in no way affect the wearing quality! A few are slightly soiled! All sanforized shrunk for your protection.



They Look Well After Many Tubbings!

Sanforized-Pre-Shrunk

Summer Slacks

Prints!
Seersuckers!
All-Over Patterns!
Checks! Squares!

\$1

Full sized and well made for summer comfort! Hurry in, for they're going fast! For men and young men! Sizes 29 to 50 in the lot.

ESCALATORS to Block's Air-Cooled Downstairs Store.

Clearance of Our Entire Stock Summer Coats, Suits

Also Many Summer Capes! For Women and Misses!

- (3) White Suits
originally \$10.95
- (12) Pastel Capes,
originally \$10.95
- (44) Pastel Coats,
originally \$10.95
- (3) Sharkskin Coats,
Hilae, orig. \$10.95.

\$3.98

- (43) Pastel Coats,
(6) White Coats,
Originally \$10.95.

\$5.95

**(26) Summer
SUITS
\$1.98**

- (19) Panama Suits, blue,
yellow, originally \$3.98
- (7) Linen Suits, with swag-
ger coats, originally \$3.98

**(47) SUITS
and COATS
\$2.95**

- (2) Blue Fleece Coats
originally \$3.98
- (27) Pastel Corduroy Coats,
originally \$3.98
- (18) Sharkskin Suits, Pastels,
originally \$10.95

**(13) Knit & Lace
Pastel COATS
\$1.98**

Originally \$3.95 and
\$5.95 qualities!

**(10) White
Crash COATS
\$1.98**

Drastically reduced!
Originally \$10.95.

(136) White WASH COATS

Also pastels. Choice of two
smart styles with flare backs.

\$1.98

ESCALATORS to Block's Air-Cooled Downstairs Store.



Clearance! Women's Sportswear

(70) Women's Sports Slacks
Cotton twills, chambrays and gingham,
chatham suitings and terry cloths. White,
red, natural, navy or blue. Original \$1 quality.

69c

(90) Women's Orig. \$1 Blouses
Cool, smart organdies, batistes and dimities!
All in luscious pastel shades. Sizes 34 to 40.

69c

(10) Women's \$1.29 Swim Suits
Black all wool suits in smart styles. Broken
sizes... mostly small.

\$1.00

(120 Prs.) Swim Sandals
Original 30c quality for women and misses!
White, red, green and turquoise.

25c

(87) Women's 79c, \$1 Skirts
Narrow and wide wale piques as well as nov-
elties! For women and misses!

49c

(10) Women's Summer Skirts
Originally \$1.98. Cotton featherbone fabrics
in natural color. Size 30 only.

\$1.00

(7) Women's Wool Skirts at
Originally \$1.98. All in pastel
colors! Reduced for quick clearance

\$1.29

(12) Women's Wool Skirts, at
Originally \$2.98. Cool-looking pastel colors!
Hurry! They won't last.

\$1.98

ESCALATORS to Block's Air-Cooled Downstairs Store.

1,200 MEN'S POLO SHIRTS

Qualities Originally Sold for 79c, \$1!

- Heavy Tuckstitch!
- Full Cut and Tailored!
- Reinforced Shoulder
Seams!

- Button-neck Styles!
- One Pocket!
- White! Blue! Maize!
- Tan! Navy! Browns!

Men! This is a sale that is timed right! You need a fresh supply of polo shirts to weather the heat! You'll need new polo shirts next season! Buy these now and save! Every one is beautifully tailored and well made! Men's and young men's small, medium and large sizes.

49c



Men's Full Cut Athletic
Shirts, Shorts, each... **17c**

Men's 19c Wash
Ties, Fast Colors... **10c**

Slax Sox, Irreg., 35c
Quality **19c**

ESCALATORS to Block's Air-Cooled Downstairs Store.



Hot Weather Friends!

End Your Shower With Plenty
of Soft, Spongy Towels and Keep Cool!

**ABSORBENT
BATH TOWELS**

**JULY
SALE
PRICE 4 for \$1**

CANNON'S FAMOUS QUALITY in spongy
22x44 towels... white with pastel borders!

SWIM TOWELS—Colorful for
the beach... 20x40 **5 for \$1**

COOL COTTONS

Ideal for these hot days... Flaxon batistes,
swisses, tissue gingham, and voiles.

Usually 25c to 49c—Now 17c Yd.

ESCALATORS to Block's Air-Cooled Downstairs Store.



We Rushed in
This Special
Purchase for You!

**500 Brand New
WHITE
HATS**

- Crepes
- Sport Brims
- Piques
- Dress Brims
- Linens
- Wide Brims

Now is the time a new hat
will do much for your ward-
robe and your morale! Don't
be content with one...
choose several of these
WHITES in all headsizes
for women.

ESCALATORS to Block's Air-Cooled Downstairs Store.

69c