

# BLOCK'S *Air Cooled* DOWNSTAIRS STORE

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, slab cloths, sheer dotted Swisses and flock dots! Also cotton lace and fruit prints! Styles for every age and every occasion. Sizes from 14 to 52.

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

**\$3.98**

(12) Pastel Capes,  
originally \$10.95

(44) Pastel Coats,  
originally \$10.95

(3) Sharkskin Coats,  
lilac, orig. \$10.95.



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

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

(19) Panama Suits, blue,  
yellow, originally \$3.98

(7) Linen Suits, with swag  
ger coats, originally \$3.98

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

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

Originally \$3.95 and  
\$5.95 qualities!

(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, chambrys and ginghams,  
chatham suiting 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 24 to 40.  
**69c**

(10) Women's \$1.29 Swim Suits  
Black all wool suits in smart styles. Broken  
sizes . . . mostly small.  
**\$1.00**

(120 Pcs.) Swim Sandals  
Original 30c quality for women and misses!  
White, red, green and turquoise.  
**25c**

ESCALATORS to Block's Air-Cooled Downstairs Store.

(87) Women's 79c, \$1 Skirts  
Narrow and wide wale piques as well as novelties! 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**

# JULY SALES

ENTIRE STORE CLOSES SATURDAY AT 1 P. M.



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.

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.

## 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.



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 ginghams, and voiles.

Usually 25c to 49c—Now 17c Yd.



We Rushed in  
This Special  
Purchase for You!

500 Brand New

**WHITE  
HATS**

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

Now is the time a new hat  
will do much for your wardrobe  
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**