

# BLOCK'S *Air-Cooled* DOWNSTAIRS STORE

# JULY SALES

## JULY SALES END SATURDAY at 1 P. M.

Drastic Reductions on Your  
Big Need for Your Vacation!

### Sale! White Hats

Friday and  
Saturday!

Original \$1

Linens, Crepes,  
Piques

**57¢**

Orig. \$1.29, \$1.49

White Felts,  
Crepes, Straws  
and Piques

**79¢**

Wide variety of types and styles



800 Original \$1.95, \$2.95  
Felts, Crepes, Straws  
and Leghorns

**\$1.89**

Every wanted summer style in-  
cluding wide, flattering dressy  
brims, as well as tailored and  
sports types.

BLOCK'S Air-Cooled Downstairs Store.



Entire Store Closes  
Saturdays at 1 P. M.



With That New Look You Need for Vacation!

## COOL SUMMER DRESSES

**\$3.98**

All Fresh  
All New  
All Smart  
All Right  
for Every  
Summer Use

Such Important Types as These:

Coolskins! Washable Crepes! Cotton Laces! Dark Chiffons! Plain Colors! Monotone Prints! Multicolors! White! Pastel! Dark!

If you're traveling, choose a dark chiffon or a crisp dark lace! At home or abroad you'll need white coolskin, icy against your hot flesh, and washable crepes, practical but dressy looking. Lots of tailored and sports types included in this wide assortment. Sizes 14 to 20, 38 to 52, 11 to 17, 16½ to 24½.

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## SEW AND SAVE AND NEVER LOOK WILTED! SHEER PRINTED COTTONS

Special Purchase  
29c, 39c Qualities

**17c Yd.**

Lonsdale Sanfor-  
ized Muslins  
Parasol Tissue  
Gingham  
Printed Dimities

Printed Sheer  
Cords  
Printed Lace  
Voiles  
Printed Flaxons

Sew and have more to spend on vacation! With these fine fast color sheers you can make darling blouses and frocks for yourself and daughters.

Remnants White Goods  
1 to 5-yd. lengths fancy broadcloths, oxford basket weaves, novelties and sheer cottons.

**10c**

Pepperell Peggy Prints  
Smooth finish in lovely fast colors.  
Usually 18c yd. 36-in. widths, very  
specially priced.

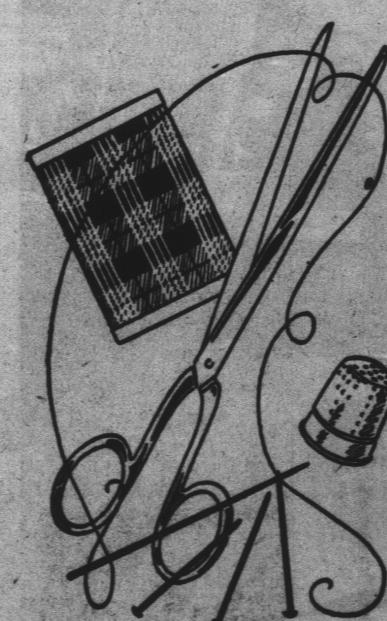
**12c**

Sale of Curtains  
Fresh,  
Crisp,  
New!

**59c Yd.**

Cottage sets! Bathroom curtains! Tailored and ruffly Priscilla styles! Soft, dainty pastel shades.

BLOCK'S Air-Cooled Downstairs Store.



**SPECIAL!**  
EMPIRE  
SHEETS  
Seconds of Mohawks

**84c Each**

Laundry and laboratory tested.  
Snow-white bleach, tape selvedge. 81x80 and 72x90 sizes.  
81x80 size, 94c.

BLOCK'S Air-Cooled Downstairs Store.

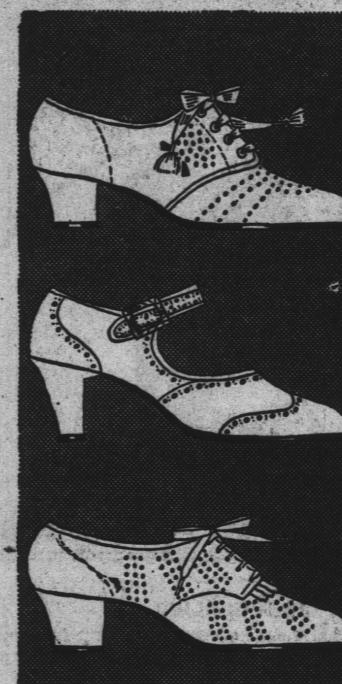


Cool Above Culottes or Shorts!  
Just Arrived! Mesh  
Sports Shirts

**JULY  
SALE  
PRICE  
59c**

The shirt with windows to let in the breeze! Blue, white, brown, yellow! Nice tailored styles with boyish collars, talon zippers, pockets. Small, medium or large.

Organdy Blouses ..... 49c Print Halters ..... 49c  
Cotton Twill or Linene  
Bathing Sandals ..... 25c Slacks ..... 69c  
BLOCK'S Air-Cooled Downstairs Store.



Over 500 Pairs  
Reduced for Clearance!  
**BETTER WHITE  
SHOES**

Sandals!  
Dress Oxfords!  
Sports Oxfords!  
Broadstraps!

Widths  
AA, A,  
B and  
C

**\$1**

Buy for now and stock up for  
next season! Nubuck and elk,  
also smooth white kid. A real  
July Sales bargain for women and  
misses.

BLOCK'S Air-Cooled Downstairs Store.



Clearance! You Save a Great Deal  
On Many Original \$1.59, \$1.98

**Wash Frocks**  
LIMITED QUANTITY  
**79c**

A broken size range, but what a break you  
get in the values! Short sleeves and sleeve-  
less styles in broadcloth, crash, prints, crisp  
organzies.

BLOCK'S Air-Cooled Downstairs Store.



Clearance of Our  
ENTIRE STOCK  
SUMMER COATS

Also Many Summer Suits

White Suits originally \$10.95  
Pastel Capes, originally \$10.95  
Pastel Coats, originally \$10.95  
Sharkskin Coats, lilac, orig. \$10.95

**\$3.98**

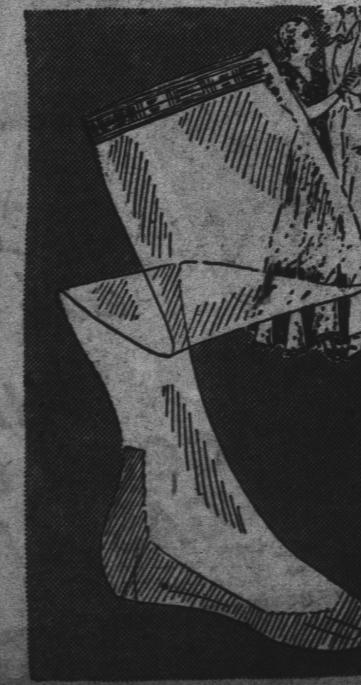
Summer Coats  
Orig. \$10.95  
Mostly pastel, \$5.95

Suits, Coats  
Pastel corduroy  
coats, pastel & white  
sharkskin suits.

**\$2.98**

**WHITE WASH COATS**  
Also pastels. Choice of two smart  
styles with flare backs.

Escalators to Block's Air-Cooled Downstairs Store



Full Length! Knee Length!  
Full-Fashioned Seconds of  
79c to \$1 Qualities

**SILK HOSE**  
**2 Prs.  
for 85c**

Knee-Length Very Sheer Chiffons  
Lisle-Top Full Length Service Weights

The knee-lengths have sturdy garter tops;  
the service weights look sheerer than they  
are, and can "take it." All the new shades, of  
course.

ESCALATORS to Block's Air-Cooled Downstairs Store.

SALESMEN'S SAMPLES  
One and Two of a Kind

### CANDLEWICK BEDSPREADS

White and  
Colored  
Grounds

Full and  
Twin Bed  
Size

**\$1.79**

This is the kind of sale that happens  
just once in ages! Every store in the  
country goes after them . . . this  
time we got them . . . FOR YOU!  
And you save 1-3 to 1-2 on the price!

Others, \$2.95, \$3.95 and \$4.95

BLOCK'S Air-Cooled Downstairs  
Store.