

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

57c

Orig. \$1.29, \$1.49

White Felts,
Crepes, Straws
and Piques

79c

Wide variety of types and styles



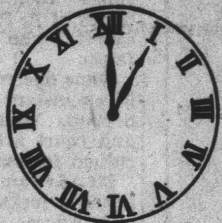
**800 Original \$1.95, \$2.95
Felts, Crepes, Straws
and Leghorns**

\$1.89



Every wanted summer style including 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.

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 Halsters 49c
Bathing Sandals 25c Cotton Twill or Linene 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

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**

For
Women
and Misses

79c

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

BLOCK'S Air-Cooled Downstairs Store.

SEW AND SAVE AND NEVER LOOK WILTED! SHEER PRINTED COTTONS

**Special Purchase
29c, 39c Qualities**

17c Yd.

Lonsdale Sanfor-
ized Muslins

Parasol Tissue
Ginghams

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

59c Yd.

Cottage sets! Bathroom curtains! Tailored and
ruffy 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 sel-
vedge. 81x30 and 72x30 sizes.
81x30 size, 94c.

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,
few white.

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

\$2.98

WHITE WASH COATS
Also pastels. Choice of two smart
styles with flare backs. **\$1.98**

Escalators to Block's Air-Cooled Downstairs Store



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

SILK HOSE
2 Pcs. 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.