

SHOP AND SAVE IN AIR-COOLED COMFORT

Economy **BLOCK'S DOWNSTAIRS STORE** Days

All Items on Sale Friday, and Saturday Until 1 P. M.



Many Showroom and
Experimental
Samples in

EARLY FALL DRESSES

Also Many Late Summer Styles!

\$3.79

Specially purchased from houses
that make dresses to sell
for \$6.95 and \$7.95!

Satin! Sheers! Chiffons! Sunny dale crepes!
Kind! Lady crepes! Alpaca sheers! Check
sheers! Silk shantung! Imported faxes!
Many smart new tunic styles! And many
jacket styles! Lots of BLACKS . . . the
smartest summer-into-fall color . . . with
style details that are favorites of *Vogue*! Lots
of others in paddock, coffee bean, natural,
sable, navy, fleet, white. Sizes 11 to 17, 12 to
20, 38 to 44, 46 to 54.

ESCALATORS to Block's
Air-Cooled Downstairs Store.

The Same Qualities That We Sold
Earlier in the Season for \$1.19

Gowns, Pajamas

Rayons and
Novelties,
Specially
Purchased

69c
Ea.

Frilly feminine gowns . . . two-piece pajamas . . . in blue,
flesh or tea rose! Some solid colors, some in combinations!
All well tailored and full cut for comfort! THIS SPECIAL
PURCHASE WON'T LAST AT THIS LOW! HURRY!
For women and misses!

ESCALATORS to Block's Air-Cooled Downstairs Store.



Brand New Fall Styles, Economy Priced!



Girls' Dresses

Sizes
7 to 10
10 to 16
89c

Sturdy prints and broadcloths in styles that are a riot of
color! New yoke and belted fashions, some with dainty
embroidery and smocking trims! All tubbable and ex-
tremely wearable! Specially priced for Economy Days!

ESCALATORS to Block's Air-Cooled Downstairs Store.



Economy Day Clearance!

Better Shoes

Women's
Widths
AA, A,
and B

Sandals
Dress Oxfords
Sports Oxfords
Broad Straps

\$1

NU-BUCKS AND ELKS! ALSO SMOOTH
WHITE KIDS! In whites and popular white
combinations! Qualities that originally sold
for far more, greatly reduced for Economy
Days!

ESCALATORS to Block's Air-Cooled Downstairs Store.

**MONTH
END
Merchandise
On Sale
FRIDAY
While Quantities
Last!**



**ADVANCE
SALE
Cloth
Coats
\$28**

Selected With an Eye to
Workmanship and Detail!

New fabrics with nubby surface interest! New
silhouettes . . . fitted Princess, Directoire flares,
boxy and swagger! New widened and stiffened
shoulders! New collars from the workrooms of
noted Parisian designers! We proudly present
these as our most outstanding group of fur-
trimmed coats! Choice of such furs as:

Skunk	Marmalade	American Gray
Wolf	Rabbit	Fox
Krinner Caracal	Hudson Seal	Raccoon
Half Persian	(Steed)	Natural Lynx
Fitch	Coco Squirrel	
	Canadian Wolf	

Sizes 12-20, 36-46, 46-52, 16½-20½
*Wash Dried Mink
**Dyed Mink

Use Our Layaway
ESCALATORS to Block's
Air-Cooled Downstairs Store.

Made to Our Order From
Specially Selected Skins With
Linings Guaranteed for 2 Years!

Glacial Seal* Coats

Exclusive in Indianapolis
With Block's Downstairs Store!

\$59

Also These Other Furs:

Blocked Lapins* American
Ombre Lapins* Platinum
Black Caracul Broadtail**

American Cocoa Broadtail**
The pelts in these coats were selected with
special care . . . the linings are guaranteed
to wear two years . . . the styles have the
new fitted and swagger lines with all the
new collar treatments! Also at \$59 other ex-
ceptional furs . . . equally as great values!
For women and misses!

USE OUR LAYAWAY!
A Small Deposit Holds Your Coat!
ESCALATORS to Block's Air-Cooled
Downstairs Store.



Drastic Reductions on Summer Hats

Includes
Our Stock
of
Soiled Whites

25c

White Felts
White Straws
White Fabrics

63c

All Headsizes for Women!

ESCALATORS to Block's Air-Cooled Downstairs Store.



Our Lowest Price Ever
for This Quality!

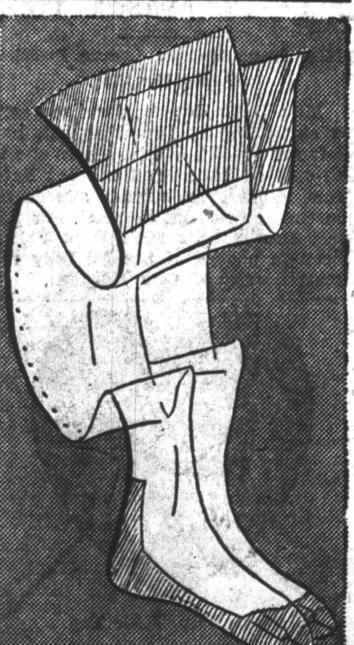
Silk HOSE

Slight
Irregulars
of \$1.35 and \$1.95
Qualities

55c
2 Prs. \$1

We can't even whisper the name of the maker of these hose, be-
cause of the low price! We bought up his surplus stock at a great
reduction and marked them exceptionally low for Economy Days!
TRIPLE SHEERS! SHEERS! DOUBLE DUTY WEIGHTS! New
late summer shades to wear with every color. Women's and misses'
sizes 8 to 11.

ESCALATORS to Block's Air-Cooled Downstairs Store.



Cool Sports Shirts

Specially Priced While Economy Days Last!

For
Women
and
Misses

49c

Mostly first qualities usually sold for 79c! Some Bermuda
and Vanity Fairs, imperfections of \$1 qualities! Cotton
meshes! Doeskins! Cotton knits! Navy! Brown! Maize!
Coral! Blue! Green! White! Some with talon zipper
fasteners . . . others with crew, button or lace necklines!
Guaranteed washable . . . exceptional values!

ESCALATORS to Block's Air-Cooled Downstairs Store.

