

SHOP AND SAVE IN AIR-COOLED COMFORT!

BLOCK'S COOL DOWNSTAIRS STORE

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



Clearance!

WASH FROCKS

Original \$1.09 and \$1.19 Quantities **69¢**

Quoniam Crepes Printed Batistes Dotted Swisses Other Cottons

Just 300 of these frocks... darling styles for stay-at-homes as well as many tailored models for street and shopping! Women's and misses' sizes 14 to 20, 22 to 44, 46 to 52.

ESCALATORS to Block's Air-Cooled Downstairs Store.

Peak Crowns

With Profile and Tricky Brims!

\$1.95

Velvets Felts Petershams Taffetas Suede Antelopes

Featuring Feather Trims In Contrasting High Colors



Suede Velours

With Feathers Flying High!

\$2.95

Swagger Brims Narrow Brims Dressy Turbans Off-Face

ESCALATORS to Block's Air-Cooled Downstairs Store.



Shadow-Proof Panel

BEMBERG SLIPS

Sale Price **84¢**

• Seams Won't Rip or Tear! • Bra Top or Lace-Trimmed! • Require No Ironing!

This is a BETTER BEMBERG slip specially priced while our quantity lasts! Take a peek at the expensive-looking lace... at the hip-proof seams... at the deep shadow-panel! That's proof of quality! They're easy to wash and need no ironing at all. Wear in women's and misses' sizes 14 to 24.

Air-Cooled Downstairs Store.

Higher-Priced Qualities Drastically Reduced For This Event!

LATE SUMMER DRESSES

Specially Priced For Friday's Sale!

\$2

Bemberg Sheers Washable Crepes Prints Sheers Dots Pastels Acetates Dark Shades

We're sweeping out our summer stocks! They must go! We must have space for smart fall frocks! Hence these reductions on frocks you'll wear for more than a month! Mostly tailored shirtwaist styles, right for business, for sports, for bridge, for afternoon! Hurry in! We've a big selection of sizes for women and misses, but not every size in every style.

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Save Now on Blankets for the Home and for the Campus-Bound!

Part-Wool 'Beacon' BLANKETS

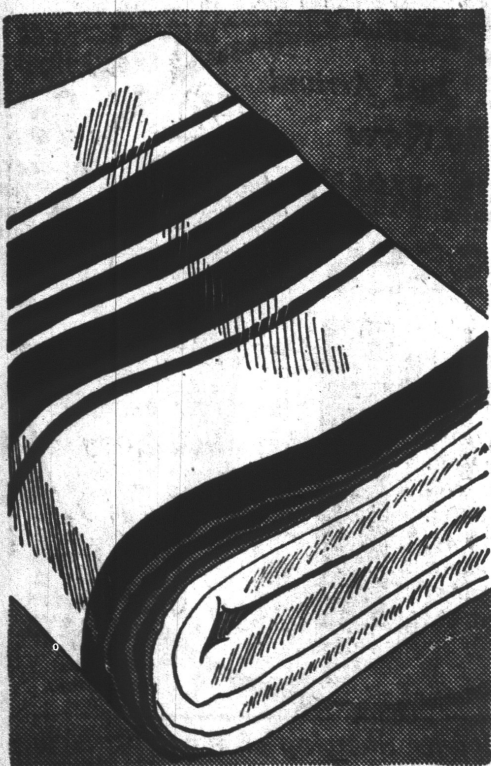
72x84-Inch Size

\$2.59 PAIR

A big fluffy warm BEACON woven in large stunning block plaids! Choice of rose, blue, green, peach and orchid. You save when you buy blankets in AUGUST! Prices are on the up and up! USE OUR LAYAWAY!

Plaid Cotton Blankets, Double Bed Size, 49¢

ESCALATORS to Block's Air-Cooled Downstairs Store.



Cottage Sheets **69¢**

Full bleached with straight hems! Excellent for camps and boarding houses. 81 1/2-inch size!

Cloth-of-Gold Prints, yd. **19¢**

Smart patterns and bold fast colors for school frocks! Small or medium designs!

Lunch Cloths **49¢**

Rayon and cotton cloths woven in plaid patterns in green, blue, gold or red. 32x32-inch size!

2 1/2 yard Curtains, Pr. **59¢**

6-inch ruffled Picnicalls of figured marquisette! Tailored Mexican nets! A few less than 2 1/2 yards.



We Usually Sell This Quality for \$19.95!

INNER-SPRING MATTRESSES

Specially Priced at

\$11.95 Any Size

• 207 Double Tempered Helical Inner-Spring Unit! • 35 Pounds Felt Padding! • Rolled Edges! Ventilators! • Taped Seams! • Button Tufts! • Hand Holds for Turning! • Sturdy Woven Damask Ticking!

90-Coil Bedspring, \$3.95

Hope Blea. Muslin, yd. 10¢

ESCALATORS to Block's Air-Cooled Downstairs Store.



Sale!

47 Manufacturers' 'Pet' Samples, Made Up to Sell for Much More!

Sample FUR COATS **\$59**

Also Just 6 Fur Suits

Choice of These Furs:

Genuine Blocked Lapins* Brown Broadtail (Plain or Trimmed)** Ombre Lapins* Ermine Lapins* Black Kidskins Brown Kidskins Black Caracul Brown Kidskins Mendoza Beaver* Brown Caracul

Cast your vote for these coats, for they're beauties! Made up to advance fall style specifications: new flowing swaggers, new box coats, new fitted styles, new sleeves, new collars! Made up of quality pelts during the slack season when furriers were not rushed! Come in tomorrow... inspect these dramatic new coats... you'll find sizes 14 to 28 but ONLY ONE OF A STYLE!

USE OUR LAYAWAY A Deposit Holds a Coat!

ESCALATORS to Block's Air-Cooled Downstairs Store.

*Coney

**Processed Lamb



You've Chosen These as Your Favorite Full-Length SILK HOSE Slight Irregulars of Higher-Priced Qualities!

2 Pairs **85¢**

ALSO INCLUDED ARE SOME OF YOUR FAVORITE CREPE TWIST HOSE AT THIS PRICE! Lovely sheer chiffons... silk to the very top with feet re-inforced for extra miles of wear. Also service weights with hila wefts and feet! All desirable shades! For women and misses!

Children's Anklets Firsts and irregulars for early school wear! Turn-down cuffs! Latex tops! Wide variety of colors. Sizes 7 Pre. \$1 5 to 7 1/2.

ESCALATORS to Block's Air-Cooled Downstairs Store.

Styled by Amos Parrish-ENNA JETTICKS. \$5 and \$6

Exclusive in the City With Block Air-Cooled Downstairs Store