

Daring

BLOCK'S DOWNSTAIRS STORE

Sale

Saturday... Another Day of Tremendous Savings in the Middlewest's Most Modern Downstairs Store!

DARING SALE SPECIAL!

Special
For the Daring
Sale!

**Ginger
Snaps**

Crispy, Crunchy
and Full of Snap!

8c Lb.
2 Lbs. 15c

Keep these in the cookie jar or the cupboard for the kids home from school! They're fresh... filling and wholesome!

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store

Daring Sale! Our Regularly Higher-Priced

SUEDE SHOES

- ★ High-Cut Oxfords! Wide Straps! Over 50 Styles!
- ★ Grays! Black! Browns! Greens! Dubonets! Blues!
- ★ Reduced Especially for This Greater Daring Event!

\$2.88
Daring
Sale
Price



SUEDES ARE THE FASHION SHOES OF THE SEASON! Their dull lustrous finish is smart for sports, for business and for dress... particularly when it has been adapted into such stunning styles as we offer at a Daring low! In blacks, browns as well as HIGH SHADES. Women's and misses' widths AA, A, B and C.

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store



Saturday!
A Daring Price on
HALF SOLES

Cause I'm a mom... known value when she sees it. She's having Junior's shoes fixed, too, at this price.

48c

Two Definitely New Style Trends in Young Hats Are Making Millinery Fashion History!



**Napoleonic
Off-Face Felts**

*In the Smartest Versions
You're Seen in Many Seasons!*

History repeats itself... and so does fashion! Napoleon's off-face hat definitely influenced these hats... now the leading Directoire fashions of 1937! See them and wear them... while you can profit by a Daring Sale price!

\$1.89

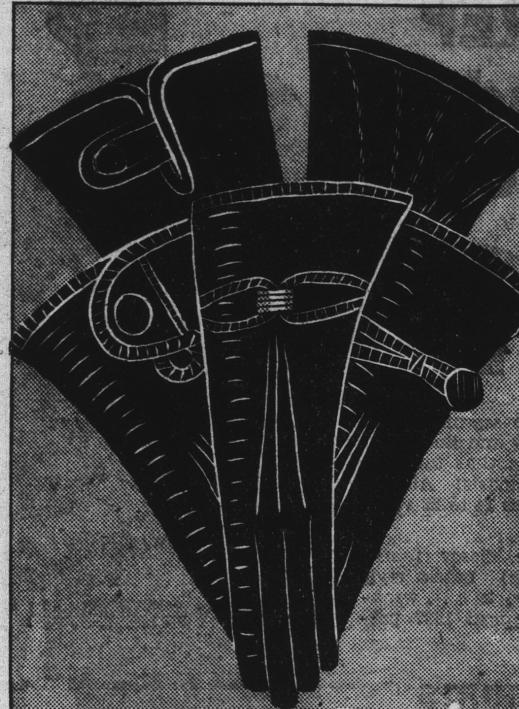
Daring
Sale
Price

**Values to Get Excited About!
Dressy Velour Turbans**

*And Smart Young
Brim to Bring Out Your
Best Features!*

\$2.89
Daring
Sale
Price

Soft, rich velour molded into new shapes and specially priced for the Daring Sale! These are real values we offer you tomorrow!



Brand New Shipment of Smart

**New Fall
GLOVES**

Arrived Just
in Time for
This Special
Price!

59c

New BENGALINES and DUO-WEAVES with every new cuff treatment under the sun! Stitching trims! Frilly edgings! Button straps and dozens of others to hand-cuff you with the latest in smart gloves! Blacks, browns, araby green, wine and navy!

New Shipment! Men's, Women's Kerchiefs, Ea. 3c
ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

DARING SALE SPECIAL!

Real Genuine Leathers Included in

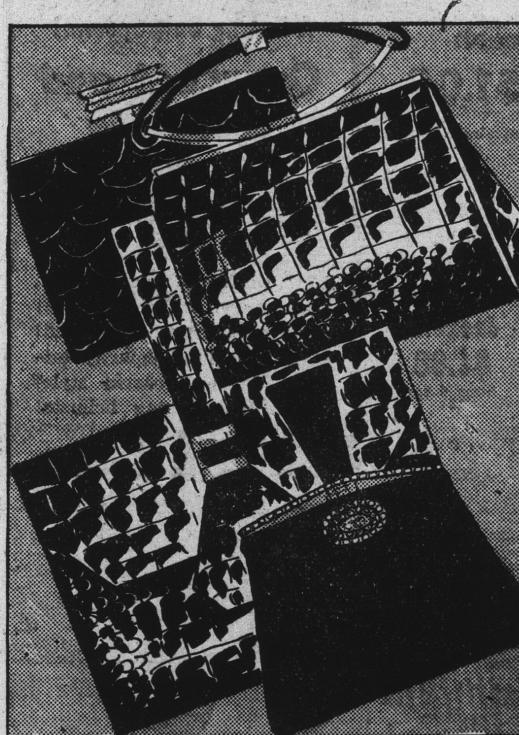
**Usual \$1
Fall Bags**

At a Low
Daring
Sale Price!

74c

GENUINE PATENTS AND CALF LEATHERS INCLUDED IN SMART 1936 styling! Also simulated calf and patents, alligator grains and many others! Adorable little evening bags of crepe! Back straps! Side handles! Vanities! Top zippers! Double zippers! BLACKS! BROWNS! ARABY GREENS! NAVY AND WINES! EVERY BAG BRAND NEW!

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.



DARING SALE SPECIAL!

As Striking in Style as in Color!

**New Gadabout
Lounging P. J.'s**

Irregulars
of \$1.59 and \$1.98
Qualities!

89c



Whether you're a college girl or a smart young business girl you'll like Gadabouts! They're tailored to fit... and they come in the most gorgeous shades of deep browns, navy as well as becoming combinations! In "Chalray" or "Balstripe" fabrics... all 2-pieces! For women and misses!

Sale! Silk Lingerie
Samples and slight irregulars of \$1 and \$1.19 qualities! Tailored or lace-trimmed styles of HEAVY QUALITY SILK CREPE DE CHINE OR WASHABLE SILK SATIN. Panties, step-ins, briefs, dance sets. White, tea rose, blue or flesh.

ESCALATORS to the Air-Conditioned Comfort of Block's Downstairs Store.

DARING SALE SPECIAL!

Designed to Flex With the Slightest
Movement of the Body!

**"Margo" Contour
SLIPS**

A new
Patented
Garment
\$1.09 SIZES
32 to 52!



A "Margo" slip is as flexible as your skin... designed to give with every movement of your body... and by far the greatest achievement in slip designing in many years! It has the smoothest, true-bias-cut ever produced! Tailored or lacey with California or bodice top in MELVETTE CROWN TESTED TAFFETA!

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.