

DAILY STORE HOURS: 9:30 TO 5:30

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 kiddies home from school! They're fresh ... filling and so 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! Dubonnets! 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

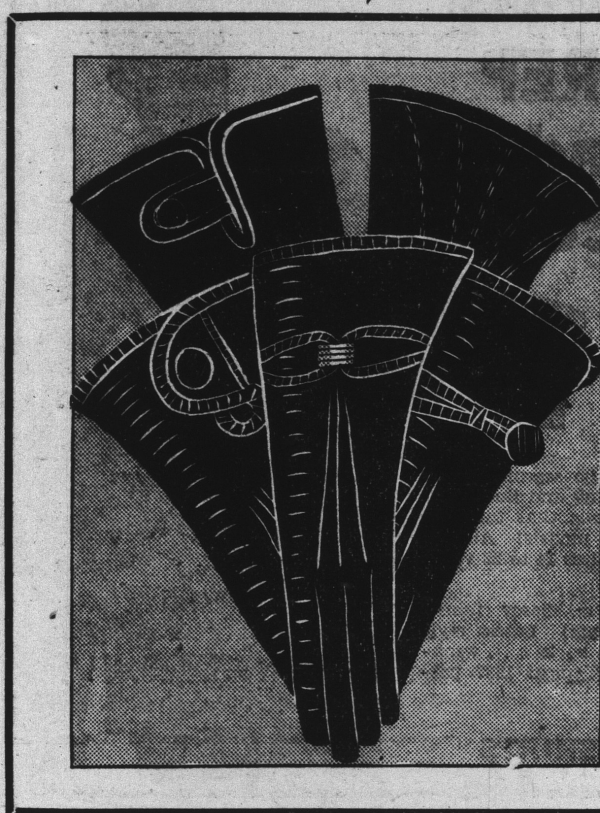
PAPA GOES WHERE MAMA GOES

Saturday! A Daring Price on

HALF SOLES

48c

Cause "mama" knows value when she sees it. She's having Junior's shoes fixed, too, at this price.



Brand New Shipment of Smart New Fall GLOVES

59c

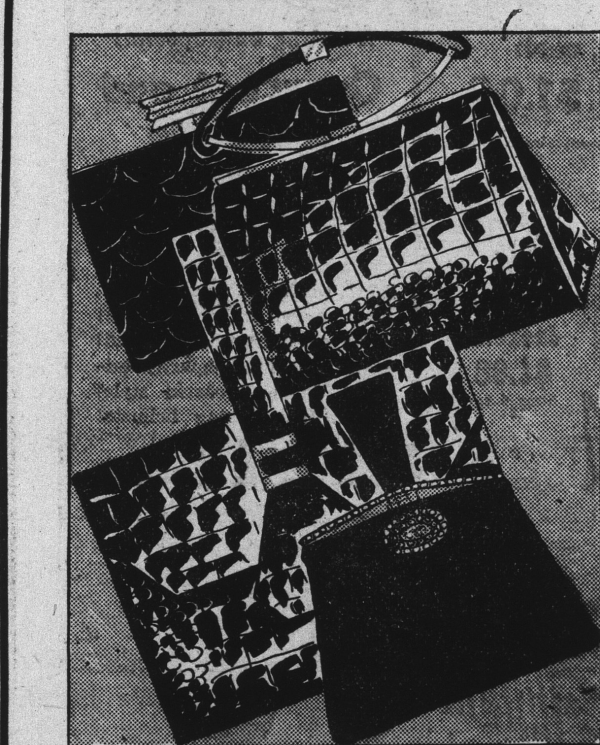
Arrived Just in Time for This Special Price!

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

74c

At a Low Daring Sale Price!

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

89c

Irregulars of \$1.59 and \$1.98 Qualities!

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 "Balstraps" fabrics ... all 2-pieces! For women and misses!

Sale! Silk Lingerie

59c

Samples and slight irregulars of \$1 and \$1.19 qualities! Tailored or lace trimmed styles of HEAVY QUALITY SILK CREEPE DE CHINE OR WASHABLE SILK SATIN. Pajamas, 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

\$1.09

A new Patented Garment

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 lacy with California or bodice top in MELVETTE CROWN TESTED TAFFETA!

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

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!

\$1.89

Daring Sale Price

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!

Values to Get Excited About! Dressy Velour Turbans

And Smart Young Brims 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!



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