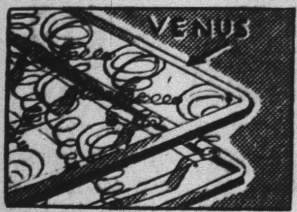


DAILY STORE HOURS: 9:30 TO 5:30

# Daring BLOCK'S DOWNSTAIRS STORE Sale

A GREATER DARING SALE IN A GREATER DOWNSTAIRS STORE

**"The Hood" Inner-Spring Mattress With 22 Lbs. Long Curled Hair**



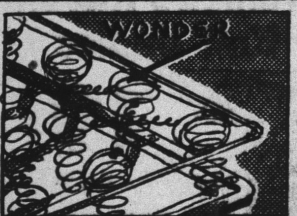
**"THE VENUS" SPRING**

With heavy Angle Border. In twin, three-quarter or full size. **\$6.75**



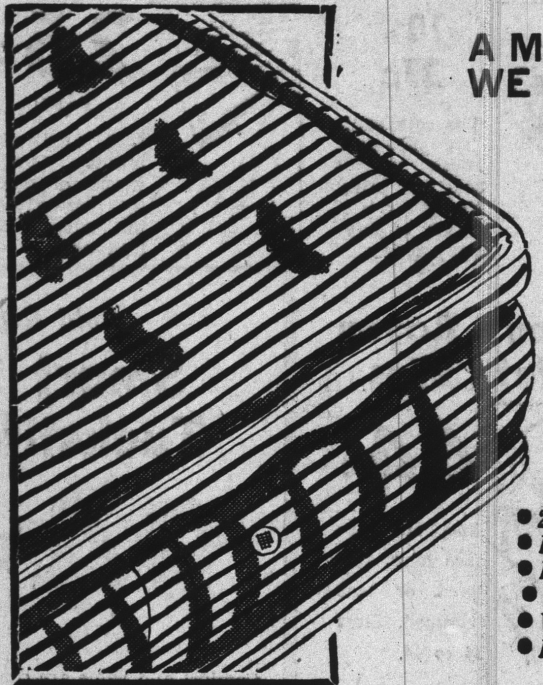
**"THE SAMSON" SPRING**

Extra strong because of the heavy double border. Twin, three-quarter or full size! **\$6.75**

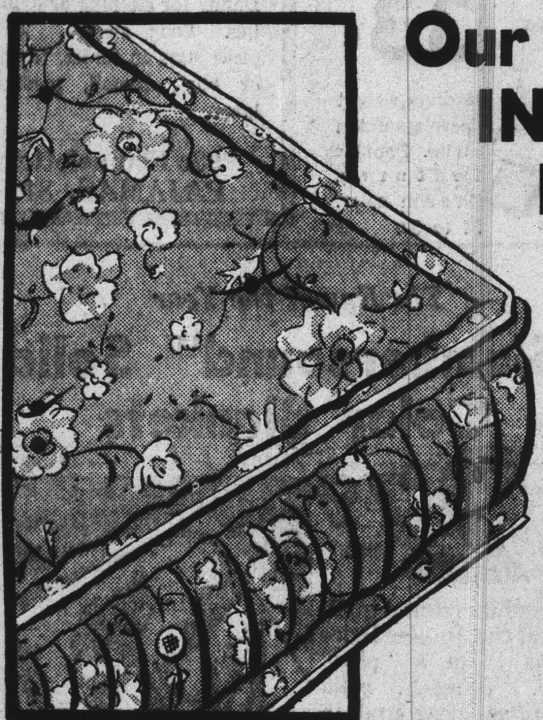


**"THE WONDER" SPRING**

With extra coils to give a firmer spring. Twin, three-quarter or full size. **\$6.75**



**"Gem" Inner-Spring Mattress** 207 double tempered coils, any size. **\$8.99**



**Our Own "BYRON" INNER-SPRING MATTRESS**

**\$11.95** Any Size

- 207 Double-Tempered Inner-Spring Coils!
- Stretched Sisal Pad Insulation!
- 25 Pounds Soft Resilient Felt!
- Hand Holds! Tape Seams!
- Button Tufts! Ventilators!
- Beautiful Pattern Ticking!
- In Rose, Blue, Green, Orchid!

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

A MATTRESS VALUE THAT WE BELIEVE CANNOT BE EQUALLED TODAY!

**\$15.95** Any Size

Do not confuse this with mattresses having only a few pounds of short hair! We guarantee this mattress to contain a minimum of 22 lbs. long curled hair.

- 257 Double-Tempered Helical-Tied Coils!
- Felt Insulation!
- Heavy Fabric Cover Over Springs!
- 8-Oz. Government Standard ACA Ticking!
- Ventilators! Tape Seams!
- Hand Holds! Hand-Rolled Edges!

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

**Hand-Turned COMFORT SHOES**

Daytime Quality With Service, Fit, Comfort and Low Price!

**\$1.90**

Special Daring Price



The cushion insole makes every step a pleasure! The flexible insole bends with every step! Choice of one strap or cut-out oxford! Also ARCH EASE SHOES built with high arch and combination last! In oxford and wide strap styles in dressy black kid with walking heels! For women and misses!

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

**DAINTY LACE NEGLIGEEES**



A SPECIAL PURCHASE OF USUAL \$5.95 QUALITIES SPECIALLY PRICED!

This negligee is an exact copy of a garment worn in a recent screen success! The lace pattern is dainty and intricate... the linings are luxurious and in plain colors! Black, egg-shell or tea rose. For women and misses!

**\$2.88**

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

**CREPE KNIT HOSE**

Clear Ringless Seconds of 79c, \$1 and \$1.35 Qualities

**47c** Pr.

The weave of CREPE KNIT hose is extraordinary! The same extra twist to the threads gives that dull luster you admire and gives that extra resistance to snagging! Sheer and medium chiffons... some are all silk from top to toe. Others with platted feet, well reinforced for extra wear! Fall shades! Sizes 8 1/2 to 10 1/2.

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

**Lounging, Slumber PAJAMAS**



Irregulars of \$1.59 and \$1.98 Qualities

**89c**

To sleep or lounge in... you'll adore these mannishly tailored two-piece pajamas of "chambray" or "raistraps" fabric. Wide flared bottomed trousers and blouse with long sleeves with knitted cuffs to keep the warmth in! New deceptions for women and misses!

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

A Daring Low Price... **Beverly**

**TWO-TROUSER SUITS**

**\$17.95** For Men and Young Men



FAMOUS BEVERLY QUALITY worsteds and twists! They'll give you SERVICE! Smart sports or business styles! Sizes for men of all builds! Available on our TEN-PAY PLAN!

Another DARING Value!

**Overcoats-Topcoats**

Smart, dressy topcoats in the patterns and colors you prefer! Big, warm, hardy overcoats in the choice colorings! **\$13.88** For Men and Young Men

- |                                      |               |
|--------------------------------------|---------------|
| \$5.00 ALL-WOOL SUIT TROUSERS        | <b>\$2.88</b> |
| Daring Sale                          |               |
| CORDUROY SLACKS, PLAIN COLORS        | <b>\$1.98</b> |
| Daring Sale                          |               |
| WHIPCORD SUITS, FOR UTILITY WEAR     | <b>\$3.29</b> |
| Daring Sale                          |               |
| \$5.00 "BUCKSKIN" JACKETS, 1/2 PRICE | <b>\$2.50</b> |
| Daring Sale                          |               |
| SUEDE LEATHER JACKETS, ZIPPER        | <b>\$3.98</b> |
| Daring Sale                          |               |
| ALL-WOOL MELTON ZIPPER JACKETS       | <b>\$2.88</b> |
| Daring Sale                          |               |

ESCALATORS to Block's Air-Conditioned Downstairs Store

EXTRA GOOD DARING VALUES IN FINE COUNT BROADCLOTHS!

**MEN'S BETTER SHIRTS**

All Perfect in Detail and Construction! White and Novelties! Collar Attached Styles!



- Full Cut 7-button Fronts.
- Shape Retaining Collars!
- Many Cellophane Wrapped.
- Guaranteed Fade and Shrink Proof!
- Barrel Cuffs!
- Men's and Young Men's Sizes 14 to 17.

**MEN'S BETTER SHIRTS** Irregulars of \$1.29 to \$1.89 qualities! White and fancy broadcloths! Sizes 14 to 17. **88c**

**MEN'S FALL SWEATERS** Half zippers and pull-overs in big assortment. Sizes 36-46. **\$1.79**

**MEN'S SHORTS, SHIRTS** Fine broadcloth shorts sizes 28 to 44. Combed elastic knit cotton yarns, sizes 34 to 46. **5 for \$1**

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

**MEN'S COAT SWEATERS** All wool worsteds, V-neck button front ribbed coat sweaters. Gray, brown and oxford heather shades. Sizes 38 to 46. **\$2.59**

**LINEN-HEEL AND TOE SOX** Wear longer than ordinary hose! Celanese and rayon hose in blues, tans, blacks, etc. Sizes 10 to 12. **22c**

**MEN'S UNION SUITS** Regular \$1.39 quality in medium weight cottons or 10% wool! Celanese "Six Warm" or "Hanes" brands. Sizes 36 to 54. **98c**

**BABY WEEK SPECIALS!**

**3-in-1 Highchair, Complete** Combination high chair, nursery chair and play table. Fast vessel, folding adjustable footrest, play boards, turn legs. Maple finish. **\$5.99**

**\$1.39 Fringe Blankets, New** Applique in nursery patterns. Blue or pink! **\$1.09**

**Bassinette Sheets, new** 36x54-inch size. Pillow slips, 3 for 19c. **29c**

**\$1 Silverplated Feeding Set** Consists of fork and spoon. Gift wrapped. **79c**

**19c Quilted Pads, new** 15x17-inch size specially priced! **3 for 39c**

**39c Quilted Pads, new** 18x34-inch size specially priced! **2 for 49c**

**2-Piece Knit Sleepers** Unbreakable rubber buttons. Closed feet. Pink or blue. 6 months to 4 years. Extra pants, 39c. **69c**

**79c Madeira Dress, New** Yoke or collar models, sizes up to 2 years. **49c**

**Hand scalloped edge! Special for Baby Week!** **29c**

**\$1 Crib Blankets, new** Pink or blue satin bound. 36x50-inch size! **79c**

**Tots' Chinchilla Outfits** Snow suits with helmets! Coat, beret, leggings set, warmly lined. White, pink, red or blue. Sizes 1 to 3. **\$1.99** each

**Baby Bassinette** Sanitary link spring, swivel wheels, 20x28 size! Maple or ivory finish! **\$2.99**

**Complete Baby Scale** 20-inch willow basket. Ivory, pink or blue enamel finish! Weighs up to 25 pounds. **\$2.99**

**Sweaters, Saques, each** Knit sweaters. White, pink or blue! Special! **59c**

**59c Infants' Shirts, New** 10% wool double breasted or button front! Sizes to 3 years. **3 for \$1**

**29c Rayon-Wool Hose** Sizes 4 to 6 1/2 years. **19c**

**29c Receiving Blankets** 24x36-inch size. White, pink or blue! **19c**

**\$1.10 Diapers, new** Outing or Birdseye, 27x27-inch size! Special! **89c**

**Slipover Sweaters, New** With matching beret. Pink or blue! **49c**

**Outing Gowns, Special** Also outing gertrudes and ti-mono! Special! **19c**

**Infants' \$1 Bathrobes** White applique or ribbon trim! White, pink or blue! **79c**

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