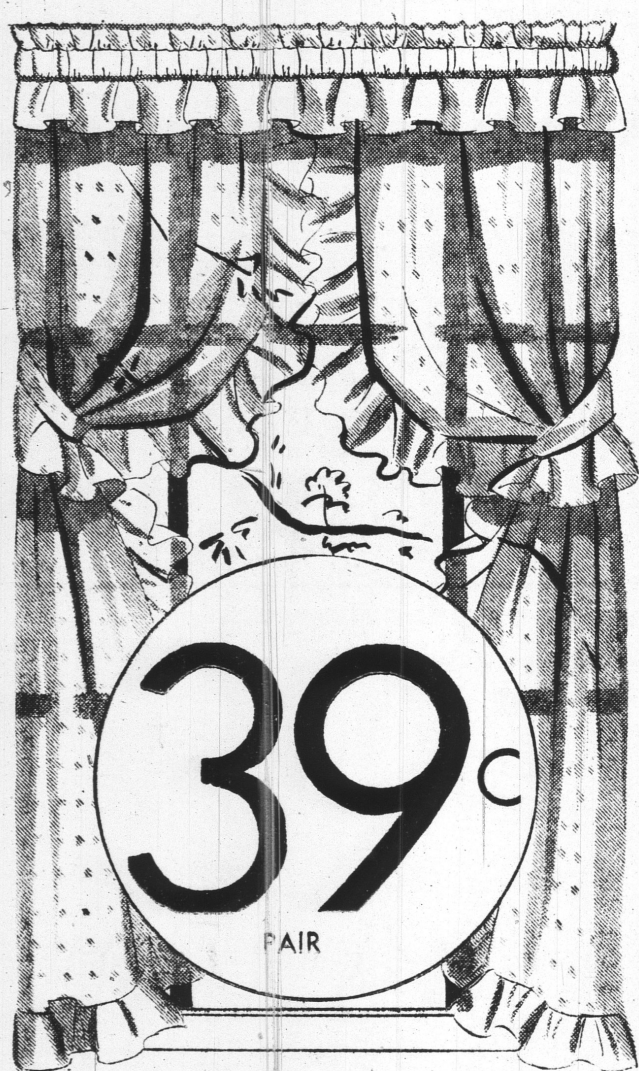


Daring BLOCK'S DOWNSTAIRS STORE Sale

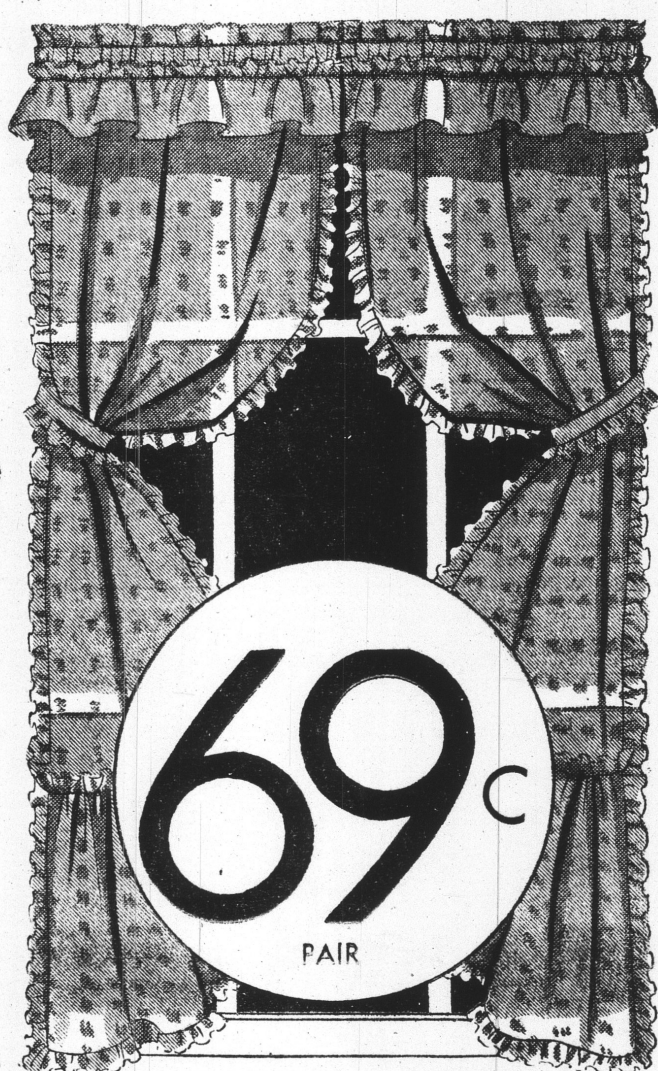
Marshall Field, Wholesale Division, Go Out Of The Ruffled Curtain Business! We Bought Their Stock At Drastic Reductions!

7,246 PRS. RUFFLED CURTAINS

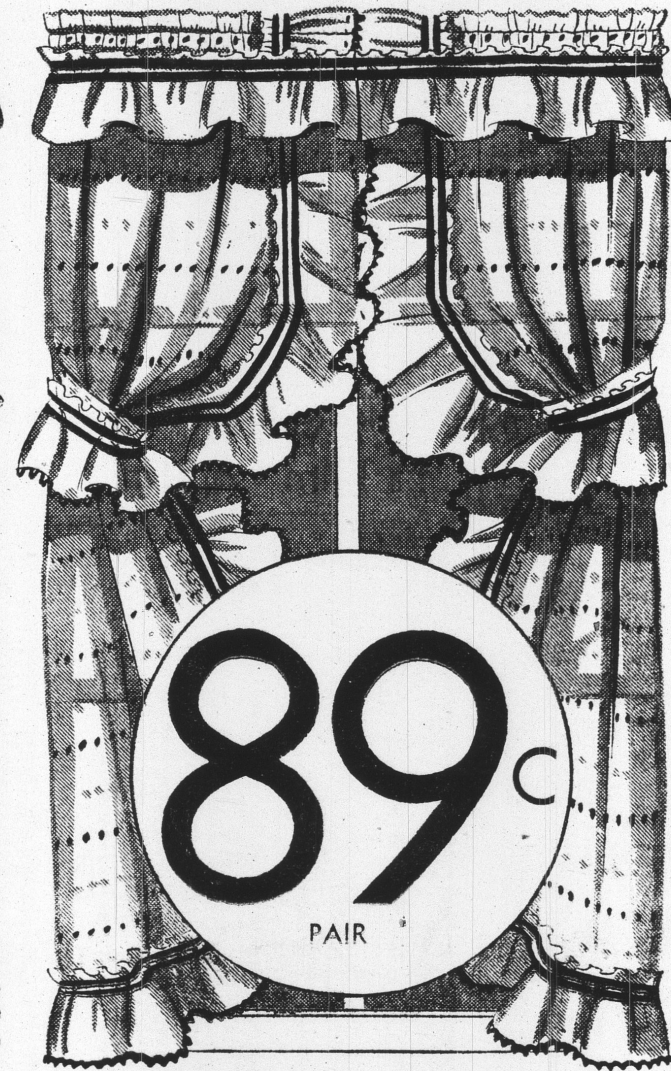
MANY PAIRS PRICED BELOW WHOLESALE COST!



At this low Daring Sale price you can afford fresh curtains for your whole house! Ruffled Priscillas and bathroom styles included in colored figured and cushion dots.



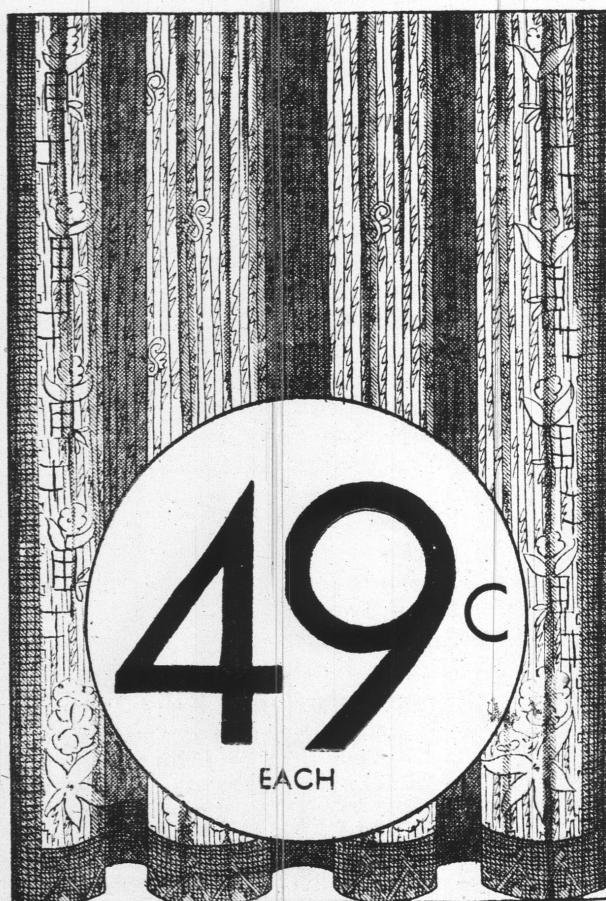
Dress up your windows with these crisp new curtains! You can buy them in this event and not miss the cost! Priscillas and cottage sets of colored figures and cushion dots!



Curtains of exceptional quality are included in this Daring Sale group! Generously ruffled Priscillas! Wide flounce styles! Dainty cottage sets, too! Of colored grenadine in a very interesting assortment.

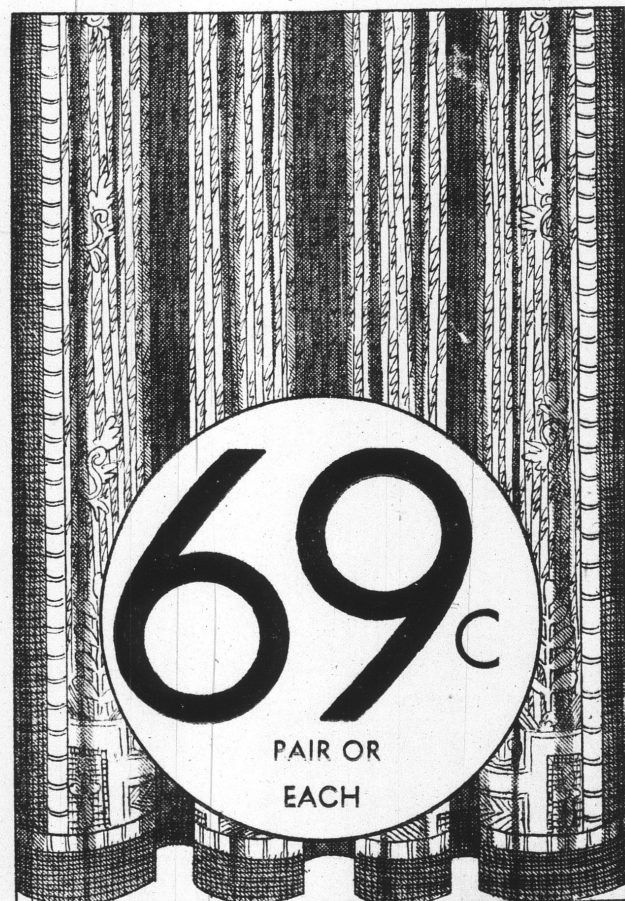
ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

SAVE ONE-THIRD On This Famous Maker's Closeout of 5,819 LACE CURTAINS, PANELS



So Low-Priced We Can't Advertise The Name, But You'll Recognize The Quality!

Hang these smart rough weave and loose mesh panels at your windows! They'll give your rooms a new outlook, let in the cool summer breezes, yet maintain the privacy of your home! At this Daring Sale price, they're exceptional!

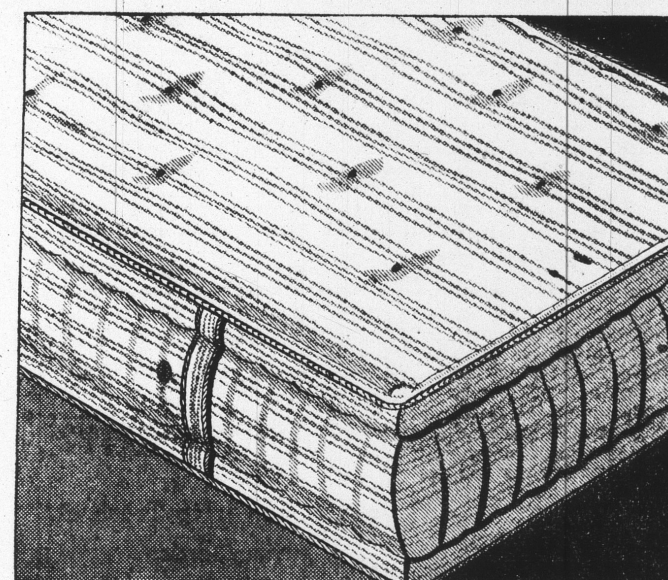


Sheer, summery lace curtains and panels in decorators' fine filets in interesting open weaves . . . qualities you've seen and probably bought at much higher prices . . . now Daring Sale priced, thanks to our "scoop!"

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



Lace curtains and panels in deluxe patterns . . . novelty open mesh weaves . . . smart and practical! Fine spiderweb patterns . . . and wonderfully fine sheers . . . ideal for summer! 44- to 60-inch panels and some pair curtains . . . each 36 inches wide.



Save \$10 on This Regular \$24.95

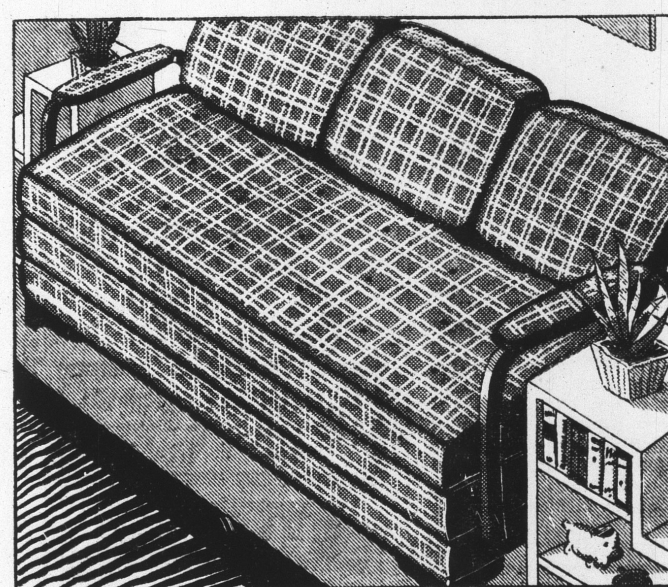
Long Curled Hair INNER-SPRING MATTRESS

Filled With 16 Pounds of Long Curled Hair!

This mattress is filled with 16 pounds of long curled hair, insulated with soft felt batt, covered with Government standard 8-oz. ticking. Has 257 double tempered inner-spring unit, hand rolled edges, taped, seams, ventilators, and hand-holds. Choice of standard sizes.

\$14⁹⁵

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



Designed With Rigid Backs So That They May Be Set Anywhere in the Room

INNER-SPRING Studio Couches

Special Daring Sale Price!

With 1937 features . . . with a modest low Daring Sale price! This studio couch does double duty . . . by day it's grand for lounging . . . at night it can be quickly made up into two twin or one full size bed. With inner-spring mattress, upholstered arms and a variety of attractive coverings.

\$27⁹⁵

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

A GREAT DOWNSTAIRS SHOPPING CENTER WITH QUALITY-RIGHT MERCHANDISE