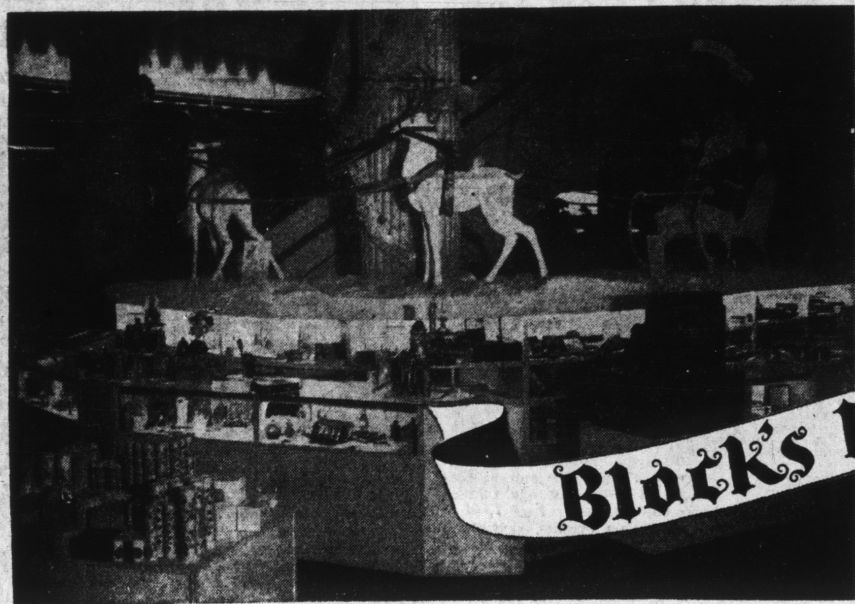


BLOCK'S CHRISTMAS STORE HOURS 9 A.M. TO 5:25 P.M. MONDAY THROUGH SATURDAY



IT'S SO EASY
TO DO YOUR
CHRISTMAS SHOPPING
AT

Block's Isle of Gifts

ON THE
SECOND FLOOR

Bring your Christmas list to this mammoth bazaar and tick off the names, quick as a wink! It's so convenient, so time-saving to find gifts from every floor paraded right before your eyes . . . so many, many new things . . . and all the classics . . . with Gift Counsellors in attendance to help you choose, to help you find just what you want. Come early, come every day. It's fun to do your Christmas Shopping at . . .

BLOCK'S ISLE OF GIFTS ON THE SECOND FLOOR

The Wm. H. BLOCK Co. The Store of the Christmas Spirit



No Lovelier Gift . . .
especially at Christmastime

ONEIDA'S FIVE-PIECE TEA SERVICE

in gleaming silver plate

59.85
plus tax

Shown left: Set includes teapot, coffee pot, sugar, creamer and 18-inch tray with gadroon handles.

From the time of her first doll tea party, every woman cherishes the thought of possessing a beautiful silver plate tea service for her very own. Oneida's lovely "Fiesta" in fine silverware . . . is a pattern she'll treasure and you will be mighty proud to give.

Other Matching Pieces Priced for Gift-Giving

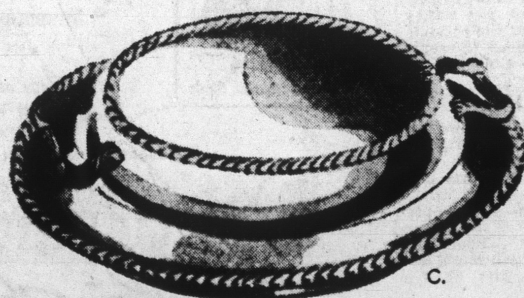
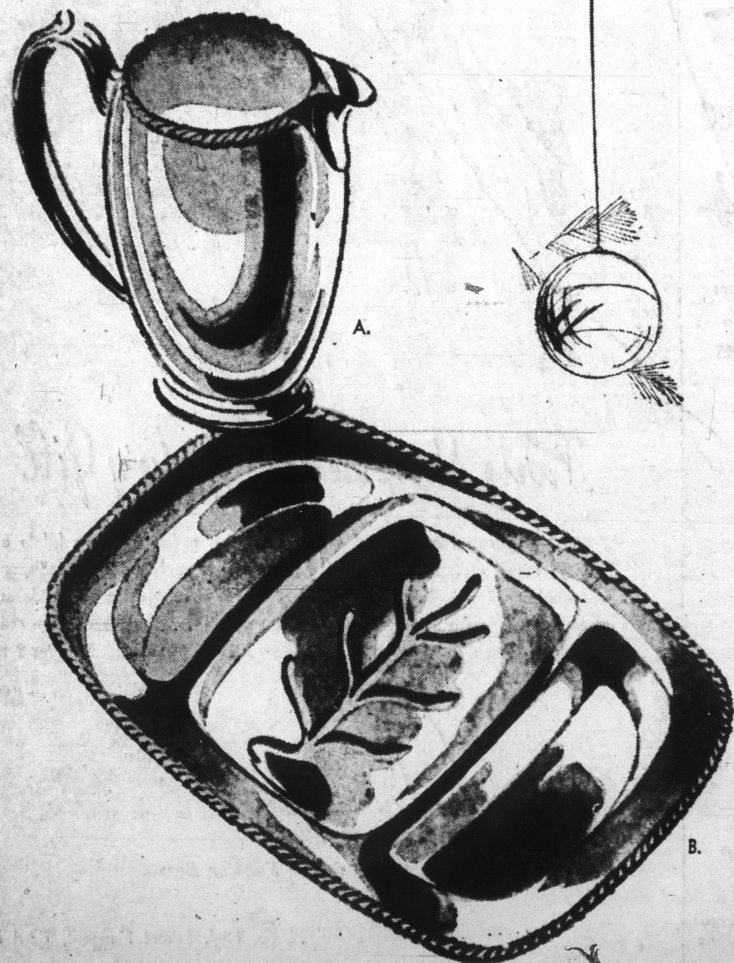
- A. Water Pitcher with Ice Guard . . . \$14
- B. Combination Meat Platter . . . \$18
- C. Double Vegetable Dish . . . \$14

Not Shown:

- Honeymoon Vegetable Dish . . . \$12
- Gravy Boat and Tray . . . \$12
- Bread Tray . . . \$6

All Prices Plus Tax

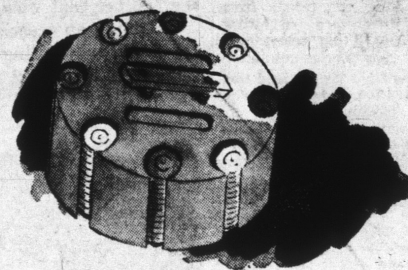
BLOCK'S Julius C. Walk Shop, Street Floor



The Wm. H. BLOCK Co. The Store of the Christmas Spirit



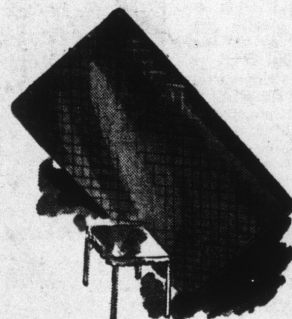
from BLOCK'S Stationery, Street Floor



POKER RACKS

5.95

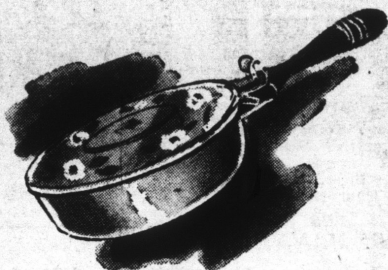
Round revolving rack in handsome blonde inlaid birchwood finish. Complete with 200 interlocking unbreakable chips and dust-resistant leatherette cover.



QUILTED PLASTIC CARD TABLE COVER

1.95

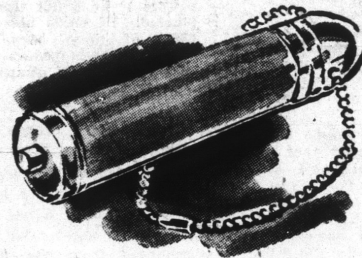
Scalloped drop-side cover in gleaming silver-tone finish. Fits any standard-size card table, won't slip or slide, cleans with a damp cloth. Blue, duobonnet or green.



SILENT BUTLER

\$1

A necessity in every home—perfect for parties, bridge, etc. Keeps ash trays empty with a minimum effort, eliminates small debris. Blue, green or red enamel with painted floral design on lid.



COMBINATION KEYLITE

\$1

A small flash light enclosed in a genuine leather case with key chain attached. Ideal for lighting keyholes, theatre programs, etc. Complete with battery in red, blue, black or tan case.

BLOCK'S, Indianapolis 9, Ind. 124-T-28

Please send me the following Stationery Gift Items:

QUANTITY	ITEM	COLOR	PRICE

NAME

ADDRESS APT.

CITY ZONE STATE

☐ CHECK ENCLOSED ☐ CHARGE ☐ C.O.D.