

# BLOCK'S BASEMENT STORE



**Sale!**  
New Styles—New  
Colors and New  
Fabrics Feature  
These Easter  
**COATS**  
For Women and Misses

**\$15**

Smarter than ever are these cleverly copied models! Some of them attractively fur trimmed; others smartly tailored. You are bound to find YOUR coat in this wide assortment, no matter what your age or size!

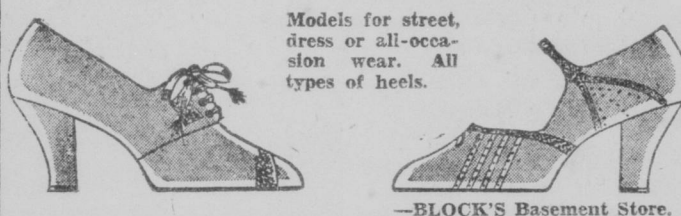
—BLOCK'S Basement Store.



**Sale!**  
Thousands of Pairs of  
**New Spring  
FOOTWEAR**

For Women and Misses **\$2.99** All Sizes 3 to 8

All new shades and leathers. Pumps, oxfords and fancy strap styles!



Models for street, dress or all-occasion wear. All types of heels.

—BLOCK'S Basement Store.

**New Spring Coats**

For Women and Misses **\$8.88**  
Smart styles fashioned of the most popular fabrics and featured in the newest colors for spring. Both fur trimmed and tailored models!

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**New Moire Frocks**

For Women and Misses **\$1.95**  
Attractive dresses for street or afternoon wear. A special group for Saturday only. Sizes 14 to 40. Just 200 in the lot!

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**Sale!**

Smart Materials—  
Colors and New  
Styles Feature  
These Easter

**FROCKS**

For Women and Misses

**\$6.95**

Buy your new spring frocks NOW at this unusually low price! Fashion right models made of the newest materials and featured in the bright shades so popular for this season's wear. All sizes!

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**Fox Scarfs**

**\$11.95**



To give your Easter coat or suit a final dash of chic! Large pelts with thick bushy tails. Exceptional values at \$11.95.

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**Smart Styles!**

Watteaus, bandeaus, banded hats, brims! Of straw braids, hair braids, Toyos and Baku braids!

**A Sensational Basement Store Sale!**

**SPRING HATS**

**2 for \$3**  
\$1.75 Ea.



**New Effects!**

Models with FLOWER trims! FEATHER trims! New COLOR COMBINATIONS! All headsizes for women and misses!

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**Spring Frocks**

For Girls of 7 to 14

**\$2.95**

Printed silks! Georgettes! Chiffons! Crepe and Shantung! A new silk frock at the price of a wash dress!

**Girls' Easter Hats, \$1.00**

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**New Full-Fashioned  
Silk Hose**

In All the Popular Shades

Clear, semi-service weights that are silk from top to toe! Selected substandards from a famous maker whose name we can not mention because of this low price!

**69c**

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**Sale of Girls' Easter Coats**

With Berets to Match **\$5.95** For the Complete Set!

The last time we advertised these swanky sets, we sold out before the day was over. Now we're repeating the sale—for those who were disappointed before! NEW styles! NEW colors! NEW fabrics! All are lined!

Other Coats, \$3.95, \$4.95, \$7.95

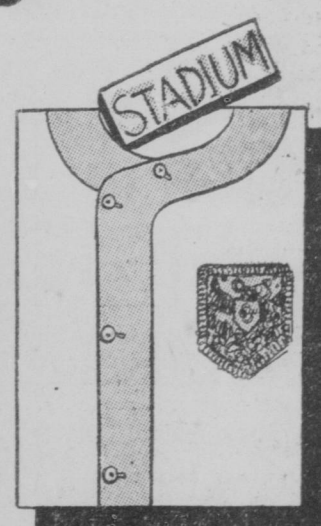
—BLOCK'S Basement Store.

**"Crest" Pajamas**

Are Ultra-Smart for Men and Young Men! Fine Quality "Stadium" Brand!

Russian blouse, middie or coat styles—with swanky emblems embroidered in colors... as illustrated. All models are 2-piece and are guaranteed color fast. Sizes A to D. Here's an Easter gift he's sure to appreciate!

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**Sale! \$1 Exquisite Rayon LINGERIE**

For Women and Misses

Stepins! Panties! Chemise! Dancettes! Briefs, etc! All made from fine, run-resist rayon, and finished with laces and milanese silks! All copied from higher priced silk garments!

**69c**

—BLOCK'S Basement Store.

**Sale! Men's SHIRTS**

Novelty Patterns and Plain Color Broadcloths  
Sizes 14 to 17. In the popular collar-attached style. Well tailored and color fast.

Hand-Tailored Ties **55c**

Genuine B. V. D. **90c**  
Sizes 26 to 46

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