

★ BLOCK'S DOWNSTAIRS STORE ★

Banner Day

Brings You Sensational Savings on Thousands of Dollars' Worth of Desirable

SPRING MERCHANDISE THAT MUST GO TO MAKE ROOM FOR SUMMER STOCKS!



Tomorrow—we're staging a gay house-cleaning jubilee! Our stocks are heavy! We're crowded for floor space! Shelves and tables are overloaded! We MUST make room for new summer merchandise! We've gone through every department and drastically reduced the prices on all stocks that have been in Block's Downstairs Store longer than their allotted time! Glance through this page of Banner-Day Values . . . we've smashed all existing standards for value-giving to make it profitable for you to help us in this great spring clear-away! Take advantage of this unusual opportunity . . . you'll be amazed at the tremendous savings offered tomorrow on seasonable needs for the entire family!



A Banner-Day Clearance of 476 Smart

SPRING COATS

For Women and Misses

We've seen plenty of "coat bargains" but none to compare with these! All taken from our higher priced stocks and drastically reduced . . . including diagonals, crepes, tweeds and Polaires . . . all lined! Sizes 14 to 20 and 38 to 46!

—BLOCK'S—Downstairs Store.

Spring Coats
\$3.88

For women and misses . . . new materials, colors and styles. All lined! All sizes!

Spring Coats
\$4.88

For women and misses . . . including fur-trimmed models and new sport styles. All sizes!

\$2.88

2,500 Men's SHIRTS

Regular \$1.00
"Society" and
"Admiration"
Brands—3 for
\$1.75—Each—

65¢

White or plain color broadcloths in collar-attached style! Novelty madras or broadcloths in neckband or collar-attached styles! Also including hundreds of other fine shirts at 65¢! Color-fast! Sizes 14 to 17!

—BLOCK'S—Downstairs Store.



Silk Chiffon Hose

4 Pairs for \$1

Pure silk to their variable, lace or plain tops! Narrow French heels—too and heel reinforced for extra wear! These selected substandards are fashion-marked and perfectly modeled! New colors for women and misses.

—BLOCK'S—Downstairs Store.



Sale! Tots' Wash Toggs
39c

Fajamas! Wash Suits! Panty Dresses! Beach Toggs! Sizes 2 to 6! Choice of sheer fabrics, new prints and combinations . . . in sleeveless styles for now and summer wear. New color-fast patterns.

—BLOCK'S—Downstairs Store.



Special Banner-Day Sale of 297 Smart

SUITS and TOPCOATS

For Men and Young Men

Tomorrow is YOUR big day . . . because we've made our savings YOUR SAVINGS in this outstanding assortment of smart spring suits and topcoats! The fabrics are new! The patterns are smart! The colors are correct-to-the-minute! The price is sensationally low! You can't afford to miss this opportunity!

—BLOCK'S—Downstairs Store.

\$2-\$3-\$4 and \$5

Trousers and Golf Knickers

A special Banner-Day Sale for men and young men! **\$1.48**

New colors! New patterns!

\$8.50



Sale! New Spring Hats
\$1.00

New Straws! Clever Trims! Turbans and New Brimmed Models! Every hat in this group was actually made to sell for much more than \$1 . . . we've marked them down because we MUST reduce our stocks! All colors! All headsizes, too!

—BLOCK'S—Downstairs Store.



Sale! Rayon Lingerie

Taken From Our Higher Priced Lines and Reduced for Banner Day Only!

19¢

Chemise, stepins, bloomers, panties, dance sets and shorties for women and misses in regular sizes. Also extra sizes in some styles. Practical, inexpensive and launder easily! First qualities and substandards!

—BLOCK'S—Downstairs Store.

\$3 to \$5 Footwear

28 Brand New Styles! \$1.88 For Women and Misses!



Blonde, blue, black and white kids as well as new two-tones and patent leathers! Pumps, ties, straps, oxfords, cut-out styles and smart sandals. Don't miss this golden opportunity tomorrow! All \$1.88!

—BLOCK'S—Downstairs Store.



A Banner-Day Clearance of 1,128 Smart

SPRING DRESSES

For Women and Misses

All-occasion frocks for street, dress or sports wear! Silk georgettes, flat crepes and chiffons in plain colors and prints . . . others of rayon crepes, and including many knitted styles! Sizes 14 to 20 and 38 to 48:

—BLOCK'S—Downstairs Store.

Spring Dresses
\$2.95

For women and misses . . . including prints, georgettes, flat crepes and chiffons.

Silk Dresses
\$3.95

For women and misses . . . including formal and semi-formal frocks, silk crepes and knitted styles.

\$1.95