

# BLOCK'S DOWNSTAIRS STORE

*Suggestions for Easter Outfits.. Thrift-Minded As Well As Smart!*

**A Special Purchase Just Unpacked!**

## COATS, SUITS

An Exceptional Group Complete in Style Assortment and Size Ranges!

| Fabrics:                 | Colors:  |
|--------------------------|----------|
| Plaid Backs              | Grays    |
| Pin Checks               | Tans     |
| Salt and Pepper Patterns | Browns   |
| Herringbones             | Mixtures |
| Shadow Plaids            | Navy     |
| Candy Stripes            | Plaids   |
| Men's Wear Flannels      | Checks   |
| Men's Wear Worsted       | Rusts    |

**\$13.95**

These garments are exact reproductions of the best sellers of this season! Select your coat or suit where there is the biggest assortment! You're certain then to find the very style, the very color you want in the exact size you wear! Coats in swagger, fitted, baby swagger, fishtail or three-quarter lengths! Suits in Fred Astaire, short jacket, baby swagger, full length or three-quarter models! Each with long-wearing Earl-Glo or heavy crepe lining! Women's sizes 14-20, 38-46.

**New Shipment!**

### COATS and SUITS

Usually Higher-Priced Qualities!

**\$10.95**

These suits and coats echo the very latest fashion trends! The tailoring is superb! The fairies are worn in medium and flannels! The colors are the new grays and browns and NAVY! Sizes for women and misses!

ESCALATORS to Block's Downstairs Store



**Special Purchase!**  
**CHILDREN'S**  
**SHOES**

Only 700 Pairs at This Low Price!

**\$1.19**

ONE OF THE BEST VALUES IN THE CITY! LEATHER SOLES! LEATHER UPPERS! LEATHER STRAPS! In straps and Oxford in brown, white and patent. Also Tote' oxfords, straps, high shoes and patent or white elk Health Walk Shoes. Sizes 4 to 8.

ESCALATORS to Block's Downstairs Store



**A Repeat Sale!**  
**SUNDAY**  
**DRESSES**

We Re-Ordered This Week  
in Order to Keep Our Stock  
Complete for This Sale!

**\$1.88**

Mothers who rushed in last week found these dresses wholly satisfactory! Brightly colored acetate taffetas and print combinations, generously made with kick pleats, full circular skirts and deep hems! Plaids, checks and novelties. Sizes 7 to 14.

**More New Arrivals!**

### SPRING COATS

Sizes 3 to 6, 7 to 14

**\$5.95**

We bought scores more of these coats this week! Tailored roughish tweeds, sports plaids and checks as well as navy blue diagonals! Single or double-breasted! Some with matching hats!

ESCALATORS to Block's Downstairs Store



**YOUR EASTER OUTFIT Won't  
Be Complete Without These**

## Silk Hose

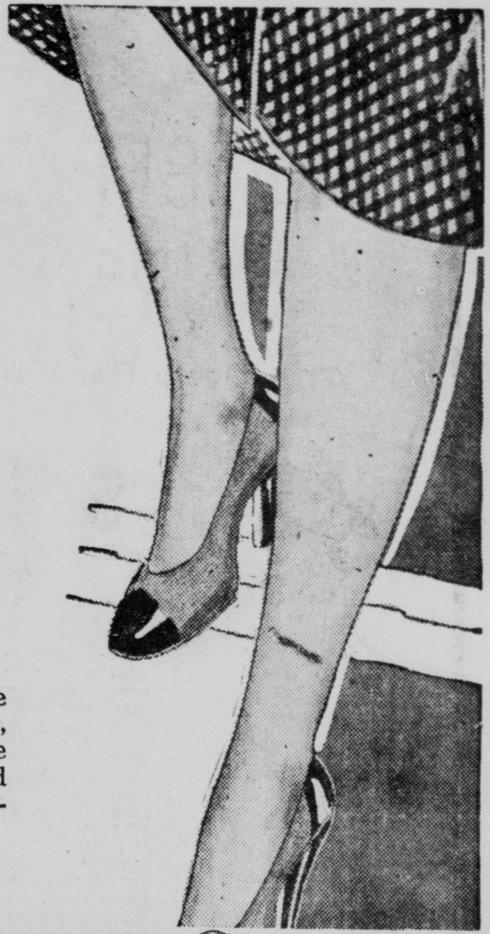
*A Famous Make in Full-Fashioned Irregulars  
of \$1 to \$1.35 Qualities!*

And ONLY in Block's  
Downstairs Store Can  
You Buy These Irregulars...  
The Perfect Complements  
for Your Easter  
Costume!

**59c**  
Pr.

You can parade your Easter outfit and know that your hose are lovely if you wear this famous make! Although they're irregulars, the imperfections are so tiny that they're hardly discernible to the eye! All are sheer, clear chiffons with longer-wearing re-inforced feet and silk picot stretch or regular tops! New shades! For women and misses!

ESCALATORS to Block's Downstairs Store



**New Colors and Prints That Are  
Taking New York by Storm!**

## New Spring DRESSES

*Jackets Galore!  
Shirtmakers!*

*Bolero Effects!  
Chinese Prints!*

**\$3.98**

Fabrics:  
Taffettes  
Doveskin Crepes  
Jelly Bean Crepes  
Rough Crepes  
Sheers  
Crepons  
Matelasses

Colors:  
Prints  
Rose Beige  
Aquatone  
Navy  
Black-White  
Chinese Red  
Powder Blue



Sketched are just four frocks from our outstanding line of \$3.98 dresses! You'll exclaim over the fabrics as well as over the clever details bearing out the latest fashion trend! The Chinese influence is found in the print in the dress to the left. The man-tailored trend exemplified in the shirtwaist dress with stud buttons (to the extreme right) and the Gibson Girl interest in the neckline and pleats of the frock at the lower right. You'll find the frock you've been searching for and in the size you want. We've a complete range of sizes from 14 to 20, 11 to 17, 28½ to 30½ and 38 to 52.

ESCALATORS to Block's Downstairs Store



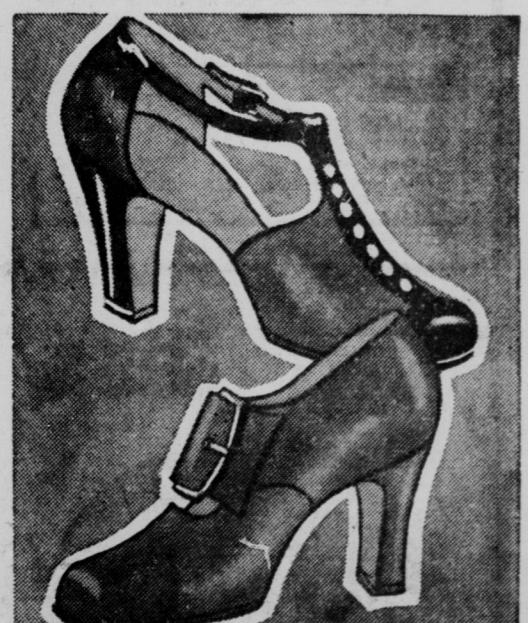
**A Bountiful Supply!**  
**BLOUSES**

*Crisp Cottons! Alluring Laces!  
Scores of Acetates!*

**\$1.19**

Out from their tissue wrappings have come scores of blouses for tomorrow's selling! Shirtwaist laces in roses, bows, eggshell and navy! Crimping cottons...perfect in their completeness of styles! Also suededkin acetates, guaranteed washable, particularly lovely and practical in the glist turn-around model sketched!

ESCALATORS to Block's Downstairs Store



**Black! Brown! Gray!**      **Beige! Navy! Red!**

**Values in the Very Styles  
Sketched in the Fashion Magazines!**

**SHINY ROUGH SMOOTH STRAWS**

Up-Turned Brims  
Bandeau Brims  
Off-Face Brims      Sailor Brims  
Bretons  
Turbans

**\$1.95**

All Head Sizes

The styles sketched will give you a glimpse of the variety we offer! See them tomorrow and buy them for street, sports and dress wear!

ESCALATORS to Block's Downstairs Store

**Footwear**

*Blues! Grays! Browns!  
Black! Square Toes and  
Square Heels!*

**\$2.98**

For  
Women  
Misses

- Rough Leathers!
- Patent Leathers!
- Calfs! Kids!
- Elk! Fabrics!
- Sports Shoes!
- Dress Shoes!
- Wide Strap Buckle Oxfords!
- Sandal Straps!
- Colonial and Opera Pumps!
- Walking Shoes!
- Street Shoes!
- Low and High Heels!

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