

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:

Plaid Backs
Pin Checks
Salt and Pepper Patterns
Herringbones
Shadow Plaids
Candy Stripes
Men's Wear Flannels
Men's Wear Worsteds

Colors:

Grays
Tans
Browns
Mixtures
Navy
Plaids
Checks
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.



Your EASTER OUTFIT Won't Be Complete Without These

Silk Hose

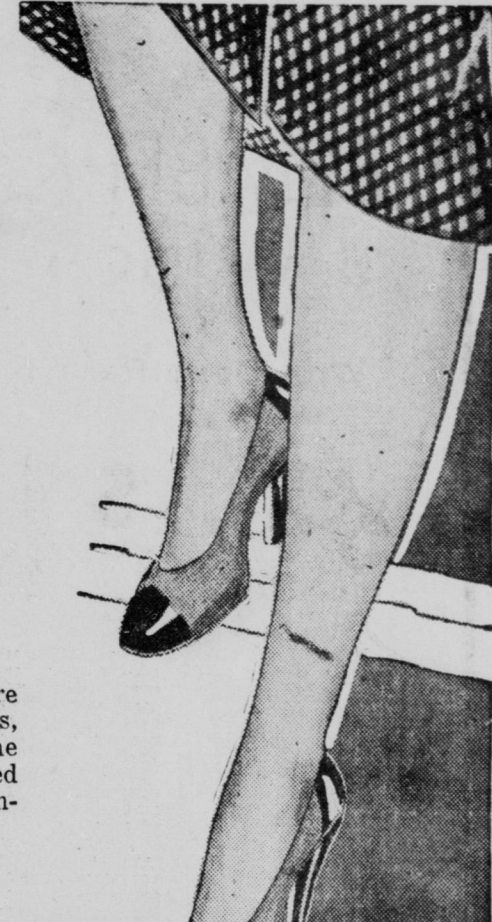
A Famous Make in Full-Fashioned Irregulars of \$1 to \$1.35 Qualities!

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

59¢ 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 Shipment!

COATS and SUITS

Usually Higher-Priced Qualities!

\$10.95

These suits and coats echo the very latest fashion trends! The tailoring is manish! The fabrics are men's wear worsteds 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 LININGS! In straps and oxfords 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



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, 26½ 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 rusts, browns, eggshell and navy! Cunning cottons...perfect in their completeness of styles! Also suedeskin acetates, guaranteed washable, particularly lovely and practical in the gilet turn-around model sketched!

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Fashion's Newest

FOOTWEAR

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

For Women Misses

\$2.98

- 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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Black! Brown! Gray! Beige! Navy! Red!



Values in the Very Styles Sketched in the Fashion Magazines!

SHINY ROUGH STRAWS

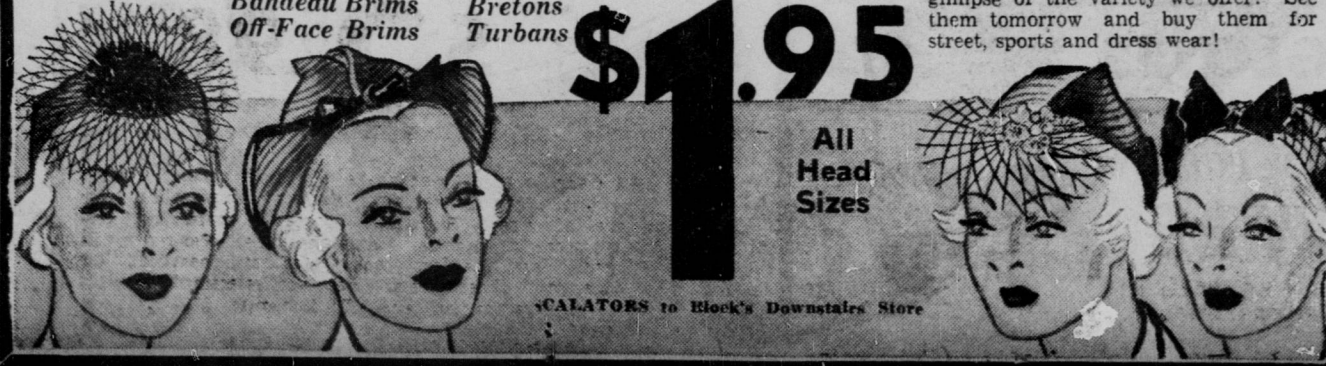
Up-Turnd Brims
Bandeau Brims
Off-Face Brims

Sailor Brims
Bretons
Turbans

\$1.95

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!

All Head Sizes



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