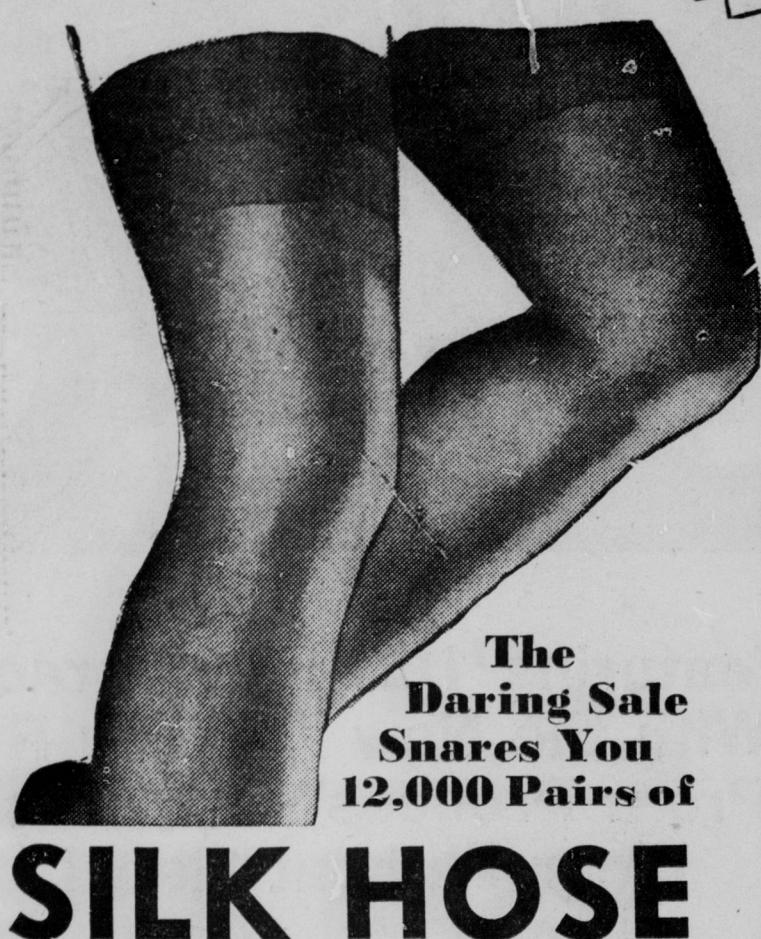


Daring

BLOCK'S DOWNSTAIRS STORE

Sale



The Daring Sale Snares You 12,000 Pairs of

SILK HOSE

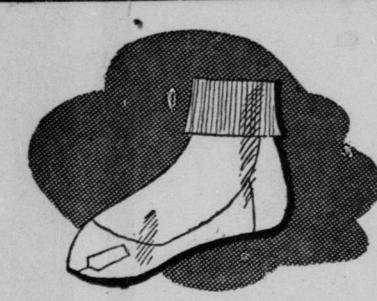
Full-Fashioned and Irregulars of Qualities Made to Retail for More!

59c
Pr.

- ✓ 3-Thread, 45-Gauge Sheers.
- ✓ 4-Thread, 48-Gauge Medium Sheers.
- ✓ 7-Thread, 42-Gauge, Semi-Service Weights, with Lisle Feet & Welt! Crepe Knee Lengths!
- ✓ Black Heel Novelties!
- ✓ Spring Mesh Hose!
- ✓ Jacquard Tops!

Most of these hose are fresh, new and bought specially in New York for this event! You'll find standard qualities as well as novelties that are smart as smart can be! Others of these hose have been fast sellers in our department in the last few weeks! See them and save at a Daring Sale Price! All new shades. For women and misses!

ESCALATORS to Block's Downstairs Store



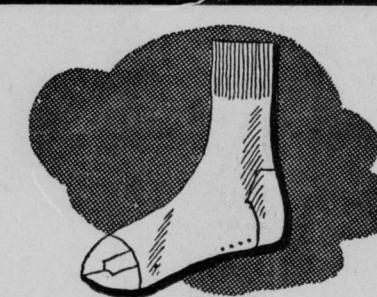
Full-Fashioned PURE SILK ANKLETS

Firsts and Irregulars of \$1 Qualities for Women

39c Pr.

We can't duplicate these values when this shipment is gone! These anklets are the products of one of America's hosiery aristocrats . . . marked at a price you'd expect to pay for cotton hose! Buy them for golf, for school, for home wear and sports. Sizes 8-10½.

ESCALATORS to Block's Downstairs Store



Children's Silk Full-Fashioned HALF SOCKS

Clearance of Original \$1 Qualities

19c Pr.

See the maker's name stamped on the toes of every pair! You'll recognize it as a mark of quality! However, this mill is giving up their children's hosiery business in order to make hose for grown-ups! Every pair first quality! All wanted colors! Sizes 4½ to 10.

ESCALATORS to Block's Downstairs Store

SPECIALS IN FOUNDATIONS, DRESSES

Best Sellers!

REDUCING GARMENTS

OF PERFORATED
RUBBER LINED
TO ABSORB
PERSPIRATION

89c

We've sold dozens of these garments to women who gladly pay more than this Daring Sale price! Complete with elastic non-slip shoulder straps and swami bra top! Sizes 38 to 44.

2-Way Stretch
LASTEX
ALL-IN-ONES
Special!
89c

Has lace bra and elastic shoulder strap! 8m & 11, medium and large sizes!
Escalators to Block's Downstairs Store.



SPECIAL FASCINATION Reducing Garments

Daring Sale Priced to Line Up Your Figure for the Easter Parade!

\$2

The sleek new lines of spring frocks call for a smooth-fitting foundation! You will have it in this "Fascination." It's perfect . . . a perforated celanese girdle with outside fabric lining to absorb perspiration. Boned front and back. Side lace or back lace model! Sizes 26 to 36.

ESCALATORS to Block's Downstairs Store

The Daring Sale Saves You Almost Half on

Safetyseam

SATIN SLIPS PURE DYE! Regularly \$1.79

These Star Features:

- ✓ Adjustable Shoulder Straps!
- ✓ Corded Rip-Resist Seams!
- ✓ Rolled Hem Lines!
- ✓ Moulded on True Bias Lines!
- ✓ Seam Secure! Full Length!

\$1

THESE SLIPS ARE DARING SALE PRICED AT FAR BELOW THE US-UAL WHOLESALE COST! They're much in demand by well-dressed women who prefer the fit and service they give to that of slips much higher-priced! Tailored or lace-trimmed styles from which to choose!



\$1.19 SILK LINGERIE

1,000 Pcs. Specially Priced
Dance sets! Slips! Chemise! Gowns!
Panties! Briefs! Lacy or tailored in
the new, slender lines! In flesh, white,
tea rose or lido blue!

77c

NOVELTY GOWNS, PAJAMAS

and Bemberg Panel Slips

The gowns and 1 or 2-pc. pajamas are boucle rayons, acetate and raytones, irregulars of \$1.19 qualities. The slips are regularly \$1.39 and have bra, California or bodice tops! Sizes for women and misses!

79c Ea.

"Fruit-of-the-Loom" HAND MADE GOWNS

New Tie-Back Styles, Elaborately Hand Embroidered!

You know the service and quality of "Fruit-of-the-Loom" fabrics! Then you know what really great values these garments are! In flesh, tea rose and white! For women and misses!

New Summer Hand-Made Posy Batiste Gowns, 59c

ESCALATORS to Block's Downstairs Store

A Daring Special Purchase!

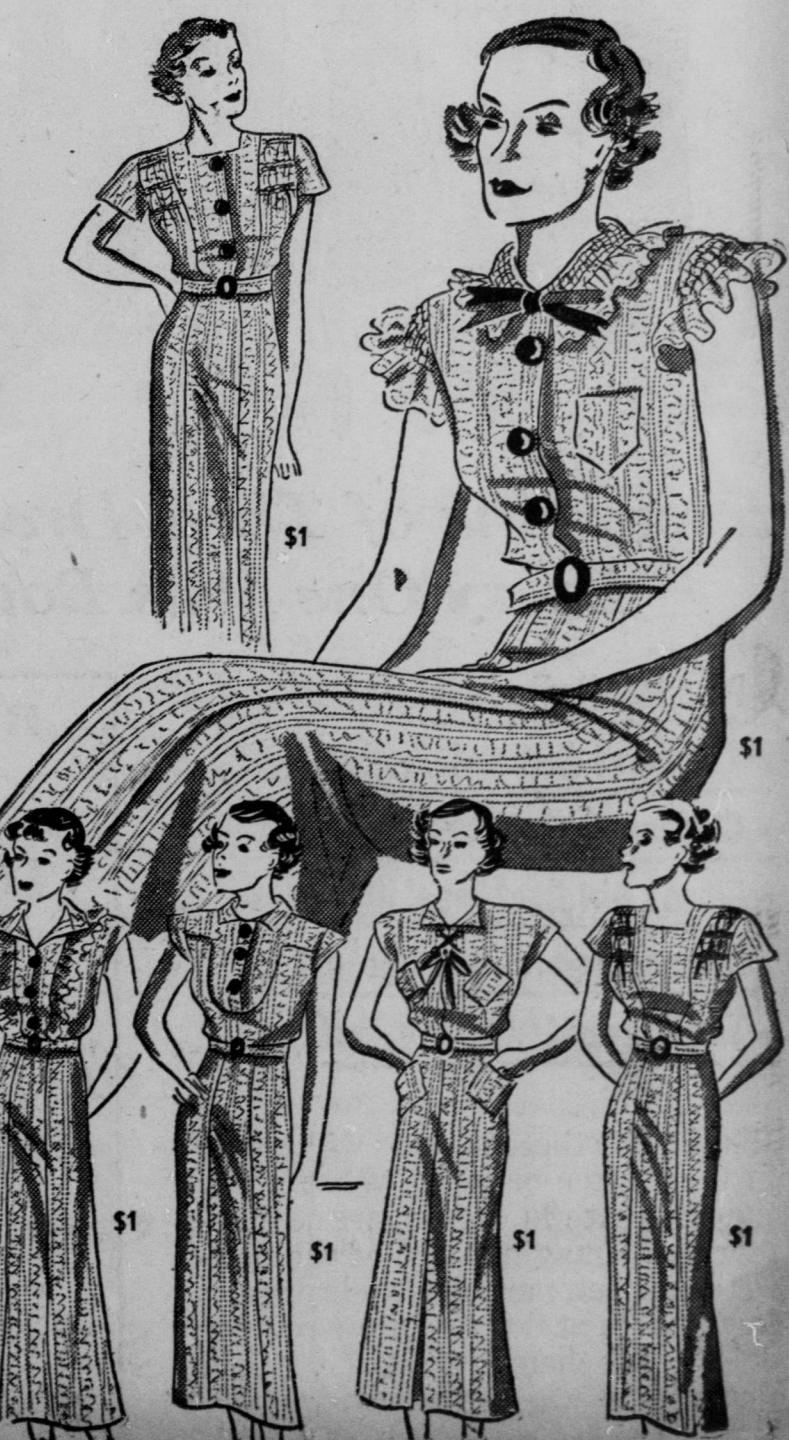
Rough Sheer Crepe

COTTON DRESSES

THE LOWEST
PRICE IN OUR
HISTORY FOR
THESE SMART
SUMMER STYLES!

\$1

Maize
Blush
Coral
Orchid
Green
Shirtwaist
Styles
Square-Neck
Styles
Yoke-Front
Styles
Ruffled-Front
Styles
Tie-Front
Styles
Gibson-Girl
Styles



We're offering you a sextet of the coolest, most charming sheers you've ever seen at \$1! The styles are darling! The colors as lovely and varied as a rainbow! The tailoring—all you'd ask with deep seams and wide hems! As to practicality . . . just tub these frocks and shake them out! Not a lick of the iron do they need! Women's and misses' sizes 14 to 20, 36 to 42.

ESCALATORS to Block's Downstairs Store