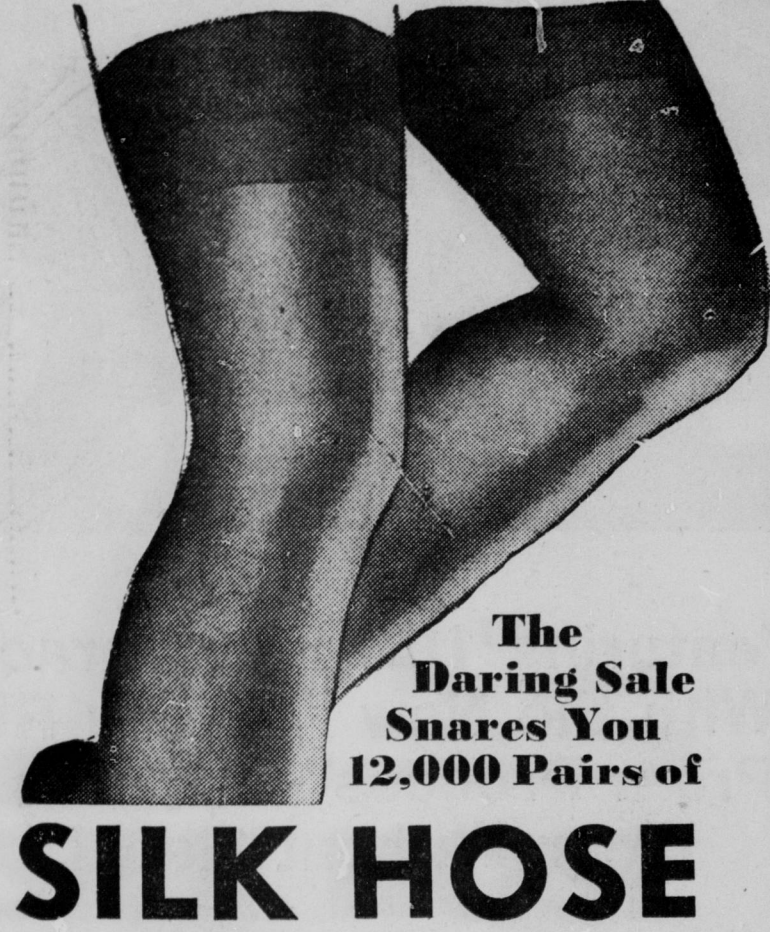


Daring BLOCK'S DOWNSTAIRS STORE Sale



The Daring Sale Snares You 12,000 Pairs of SILK HOSE

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

59^c 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

39^c 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

19^c 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

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 USUAL 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!

Tearose of White! Women's Sizes 34 to 44

ESCALATORS to Block's Downstairs Store



\$1.19 SILK LINGERIE

1,000 Pcs. Specially Priced

77^c

NOVELTY GOWNS, PAJAMAS and Bemberg Panel Slips

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

79^c 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

59^c

ESCALATORS to Block's Downstairs Store

SPECIALS IN FOUNDATIONS, DRESSES

Best Sellers! REDUCING GARMENTS

OF PERFORATED RUBBER LINED TO ABSORB PERSPIRATION



89^c

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-ONES Special! **89^c**

Has lace bra and elastic shoulder straps - Small, 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 style with suede 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

A Daring Special Purchase!

Rough Sheer Crepe COTTON DRESSES

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

\$1

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

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

