

BLOCK'S DOWNSTAIRS STORE

Spring Sale of Easter Dresses



—Well Made, Cleverly Designed Large Sizes!
—Softly Colored, Practical 2-Pc. Zephyr Knits
—Gorgeous New Prints in Silks and Acetates!

The Size
You Want!
The Style
You Want!
The Color
You Want!
and Priced
at Only

\$3.98

Our zephyr knits have just arrived . . . they're the type of frocks you meet anywhere . . . on a college campus, behind a typewriter or on a shopping tour! They're so smart and practical that many women are buying several in the clear, bright colors of coralite, dream blue, yellow, cherry, green, aqua, luggage brown and navy! OUR LARGE SIZES have been tailored with generous shoulder and hip width, with wide seams and hems and in the very styles that detract from width and shortness of figure! These as well as our 14's to 20's come in the season's most-in-demand fashions . . . the suit dress, the jacket dress, the bolero dress and the always popular shirtwaisters! Such fabrics as silk shantung, bedford sheers, acetate crepes, cat's paw crepes, taffetettes, velvety, and jelly bean crepes!

Sizes 14 to 20, 38 to 44, 44 to 46

A. 2-Pc. zephyr with lacy blouse highlighted with brown suede bow and buckled belt!

B. White and yellow daisies splash this Parma blue frock. Puff sleeves, lacy feminine organdy collar.

C. Large size bedford sheer in black with tiny pin stripe! Cut full with long sleeve jacket!



We Are Proud to Offer You These
Hose . . . So New . . . So
Lovely . . . So Strong!

GENUINE

crepetwist
SHEERS WITH STRENGTH

Irregulars of Usually Higher-Priced Qualities!



Snugettes
... A New
Knee-Length
Hose

59c
Pr.

The Full-
Length
Crepetwist
Hosiery

69c
Pr.

Check Over These Interesting Features!

THE TWIST: This maker has long recognized that the twist in the silk makes beauty in the hose. Crepetwist was developed, patented and is exclusive with this make!

THE LOOPS: This finely twisted silk makes it possible for each loop to be perfect . . . so that the stocking appears a thread sheerer, while the twisted strength of the silk makes it wear a thread longer.

THE SILK: Only the top selection of the highest grade of silk is used. It is patiently cleaned and then examined inch by inch for flawless perfection!

THE FINISH: The dull flattering, soft-to-feel texture is retained by an exclusive slow-drying process.

THE COLORS: Right for fashion and right for fabric: Burnt sugar, willow, cinnamon and copper!

THE SNUGETTES: Strong enough for active days, sheer enough for summer nights! Braided elastic tops.

ESCALATORS to Block's Downstairs Store.



SALE!

One of the Largest Jobbers of
Cotton Piece Goods Discontinued Business! A Prominent
Dress Manufacturer Purchased His Stock and Made It Into
These

Cotton Dresses

Featuring
Tissue Ginghams
Usually Found Only
in Dresses Selling for
\$3.95 to \$5.95!

\$1.59

We've told you the story behind these dresses! See the quality of the fabrics, the excellence of the tailoring for yourself tomorrow! We know that there are no more when this shipment is gone! Every style is a little beauty . . . designed with clean cut charm by that ingenious artist, Letty Lane! Bib fronts! Diagonal pockets! Pleated shirt makers! Plain shirt-waists! Sports styles! Women's and misses' sizes.

ESCALATORS to Block's Downstairs Store.

English walking suit of oxford flannel, bellows back jacket and oxford pin-striped skirt!

Raglan sleeve swagger of diagonal woolen with leather-like button trim in front and back.

We've the Assortment to Settle Your Suit or Coat Problems!

**COATS
SUITS**

\$7.95
Each

Swagger Coats
Chesterfield Coats
Fitted Revers
English Walking Suits
Baby Swagger Suits
Three-Quarter Suits

Shall it be a suit or coat for you this season? If you can't make up your mind, come to our department tomorrow! You'll be so absolutely overwhelmed with our values, you'll take both at less than you might have paid for one! Soft colors! Plaids! Checks! Suits of men's wear fabrics and soft woolens! Coats in every desired woolen and novelty. Suits, sizes 14 to 20. Coats, sizes 14-20, 38 and 40.

ESCALATORS to Block's Downstairs Store.