

BLOCK'S DOWNSTAIRS STORE

Smart Easter Fashions at Modest Prices

Sale!

800 Brand New

Easter Dresses

2 for \$7

One Dress \$3.75

Styles:

Gay Prints
Acetates
Wash Crepes
Novelty Sheers
Bedford Sheers
Monotone Sheers
Seersucker Acetates

Colors:

Wheat
Saddle Brown
May Wine
Navy
Iris! Black
Bluette
Dubonnet

Not for years have we had so many high-type dresses to offer at a sale price before Easter! Each one is brand new, specially purchased and rushed in from New York markets! Such tailoring, such quality of fabrics as you seldom see at 2 for \$7! Such details as soft shirring, pleats, lace and pique trims, 2-piece effects, tailored one-piecers . . . and JACKET DRESSES GALORE! Shop in Block's Downstairs Store tomorrow for your Easter frock . . . you'll find assortment and quality at a price that's a pleasure to pay!

Sizes 11-17, 14-20, 38-44, 46-52
ESCALATORS to Block's Downstairs Store



The Usual \$1.39
Quality of
BEMBERG SLIPS

With Deep Shadow Panels!

\$1

• *Flesh! Tearose!*
• *White! Black! Navy!*
• *Sizes 32 to 52!*

This bemberg slip fits well without stretching or sagging! It keeps its shape after tubbing and requires little pressing! Absolutely will not run nor will the seams rip!

ESCALATORS to Block's Downstairs Store



Flower Colors
in Cool Sheer
COTTON LACE DRESSES

A Quality Seldom Found at This Low Price!

\$1.19

We've only a limited quantity of these smart cotton laces! They are exceptionally well made and wonderfully styled in shirtmaker, surplice, double-breasted, ascot, shirred or tie fronts and round-neck models! Blue, cornflower, white or pink in women's and misses' sizes.

ESCALATORS to Block's Downstairs Store



NEW! PATENT SANDALS

Shining Successes for Dress or Sports!

\$1.98

These strap sandals in black, brown and navy are PATENT . . . Vogue's favorite spring leather for footwear! All with Cuban heels! Women's sizes 3 to 7 1/2, medium widths.

ESCALATORS to Block's Downstairs Store



NEW! Easter Handbags

That Have "Bagged" All the New Colors!

Usual 79c to \$1.25
Qualities! **65c**

Light blue! Cornflower! Pink! Orchid! Red! Copper! Kelly green! Wheat! Black! Brown! Navy! These bags have what it takes to be important color notes on Easter! In lizard, patent, pig and calf grains! Every shape from huge to tiny!

ESCALATORS to Block's Downstairs Store

A Trio of Thursday Values!



MEN! We've a New Shipment of Well-Made

Shorts Shirts

Buy Plenty Now to Last Throughout the Summer!

27c 4 for \$1 Each

The fine quality fast color novelty broadcloth shorts are ENTIRELY PRE-SHRUNK! Also full sized and well tailored with covered elastic side insert and full seats! Striped patterns in men's sizes 28 to 42. Full combed cotton pull-over shirts in Swiss ribbed or mesh styles, men's sizes 34 to 42.

ESCALATORS to Block's Downstairs Store



Gee Kids! We've Just Received the New

'POP-EYE' PANTS

In Sizes 6 to 16 for Fellows Who Eat Their Spinach!

Navy Blue
Nautical
Light Blue,
All White **89c**

"Pop-Eye" pants are favorites not only of the kids that read the funnies! Mothers like them, too, because they're made of a sturdy guaranteed washable twill fabric! Finished with 2 back and 2 front pockets with a miniature "Pop-Eye" on right front pocket! Full sailor bottoms with regulation long pant waist!

Little Boys' Popeye
Ties, Plain Colors **25c**

ESCALATORS to Block's Downstairs Store



Regular \$1 Box of
12 Cakes of
Jergen's Soaps
and
2 Bottles Regular 50c
Woodbury's Lotions
and Shampoos

Regularly \$2.
Now Only **99c**

THE SOAPS: Geranium, jasmine, rose, carnation or violet scented in pastel colors.

THE LOTIONS: Coconut oil shampoo, tar shampoo, liquid castile shampoo, almond rose cream, hair gloss or after shaving lotion. SOLD SEPARATELY, EACH 29c.

ESCALATORS to Block's Downstairs Store

We Take The Honor in This EASTER PARADE Hat Fashions

With Prices to Please Every One of You!

\$1.95

Dozens of
New Fruit
Veil and
Flower
Trims

**ROUGH STRAWS
AMERICAN MILANS
PASTEL FELTS**

• Dress Turbans
• Off-Face
• Saucy Sailors
• Pert Brims
• Clever Berets

\$2.95

ESCALATORS to Block's Downstairs Store



Porto Bonheur

Rough Straw
Sharkskin