

BLOCK'S DOWNSTAIRS STORE

Smart Easter Fashions at Modest Prices

Sale!

800 Brand New

Easter Dresses

2 for \$7

One Dress
\$3.79

Styles:

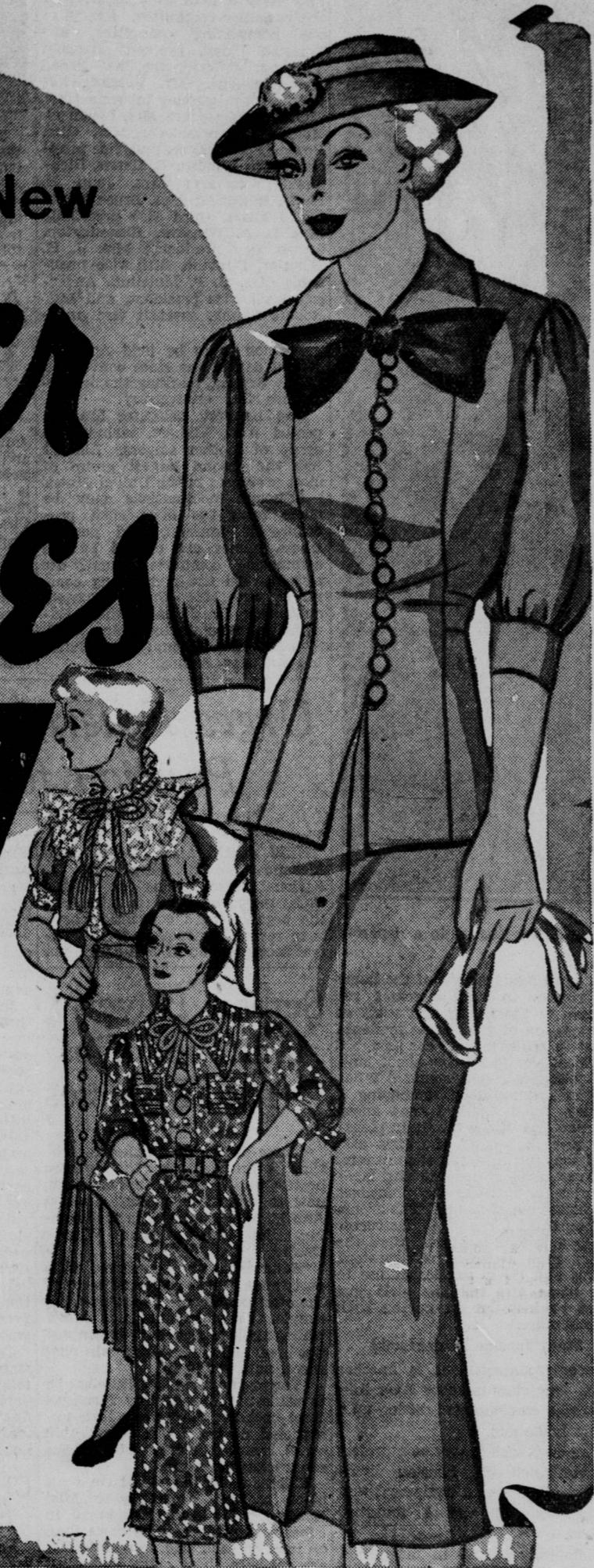
Gay Prints
Acetates
Wash Crepes
Novelty Sheers
Bedford Sheers
Monotone Sheers
Seersucker Acetates

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-pieces . . . 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 shirtdresser, 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 7½, 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

The fine quality fast color novelty broad-cloth 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: Cocoanut 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

