

BLOCK'S DOWNSTAIRS STORE



SALE! Easter Parade DRESSES

Bought In New York and Rushed In for This Sale!

New Colors!
New Fabrics!
New Styles!

2 for \$7

Fabrics—

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

Colors—

Wheat
Saddle Brown
May Wine
Navy
Iris
Black
Bluette
Prints
Soft Shirring
Pleats

These dresses have been stepping out merrily, but a new shipment for tomorrow's sale keeps our stock fresh and brimming over with smartness! They have sold so fast we know they're big successes! Feminine styles! Suit dresses! Jacket dresses by the dozens! 2-piece effects! One-piece tailored styles! Gibson girl necklines with lace trim! Crisp tailored pique collars! The style you want in junior sizes 11 to 17, misses' sizes 14 to 20, women's sizes 46 to 52.

ESCALATORS to Block's Downstairs Store.



NEW SHOES

Daily Arrivals Keep Our Stocks Complete and Up-to-the-Minute!

\$2.98

Grays
Blues
Brown
Black
Oxfords
Buckles
Pumps
Fancy Ties
Wide Straps
Square Toes
Square Heels

Do you have only a vague idea of the type of shoes you want for Easter? Or do you know definitely? In either case come to Block's Downstairs Store first! We've the variety to give you a choice of a wide range of styles... our assortment is certain to include the shoe you've set your heart on! Women's and misses' sizes 4 to 9, widths AAA to C.

ESCALATORS to Block's Downstairs Store.



Color Comes to the Fore in

**COATS
SUITS
\$10.95**

Many
New
Arrivals

Brown Plaids
Tan Plaids
Navy Plaids
Gray Plaids
Dusty Orange
Chinese Red
Dawn Blue
Ming Green
Brown
Black
Navy
Tan

Most of the coats and suits are new! Others have been originally higher-priced marked down for this Pre-Easter sale! Harris tweeds, diagonals, flecked tweeds, flannels, striped homespuns in short jacket suits, long coat suits, baby swaggers, three-quarter and finger-tip coat suits! Full length coats, baby swaggers and fitted or swagger coats! Suit sizes 14 to 38. Coat sizes 14 to 44.

ESCALATORS to Block's Downstairs Store.

**Mix These Accessories
With Your Easter Suit!**



A Tailored
or Feminine
Blouse

\$1.98

Crisp linens or silks in plain colors or color-mad plaid and checks! Also crisp whites! The linens are "Linen Lady" styles with gardette underarm reinforcements. Tailored shirtwaist modes or frilly Gibson Girl necklines. For women and misses!

ESCALATORS to Block's
Downstairs Store.



COLOR IN
HANDBAGS

65c

Simulated calf, patent, lizard and novelty grains in English tan, Kelly green, dust blue, navy, black, white, purple, green, red, tan and black. All the new styles.

ESCALATORS to Block's
Downstairs Store.

PRE-EASTER SALE

\$10.95, \$12.95

"Karol Kay"

**COATS
AND SUITS**

**Special
for
Saturday
\$8.95**

These coats are new spring styles marked down from our higher-priced stock! You'll find plaids, tweeds and diagonals in charming tailored, fitted or swagger styles... each with those little details that have made Karol Kay fashions outstanding favorites! Blues, browns, greens and tan in sizes 7 to 10, 10 to 16.

Confirmation Dresses
\$2.98 to \$5

Lovely white crepes, taffetas and point d'esprit. Sizes 7 to 16.

ESCALATORS to Block's Downstairs Store.

**Our First Time
FOR THIS LOW PRICE ON
Pure Dye Satin Amorosa**

SLIPS
In the New Deep Tones

\$1.19

Choice of These Colors:

Tea Rose
Aqua
Rust
Brown
and
Navy



These slips of heavy Amorosa satin fit wonderfully! The quality of the fabric is so heavy that a shadow panel is unnecessary. Hence they're cooler and more effective in the summer under sheer frocks than ordinary panel slips! Tailored bra effect style with shell stitched bottom, rip-proof seams, adjustable straps and full 48 inches long! Women's and misses' sizes 34 to 44.

ESCALATORS to Block's Downstairs Store.



**RINGLESS
Silk Hose
FOR EASTER**

59c

Irregulars
of Higher-
Priced
Qualities

We've just received 12,000 pairs of lovely ringless hose... 3-thread 45-gauge and 4-thread 48-gauge qualities! All full-fashioned! Also at this same low price a limited quantity of semi-service weights! New spring shades, including copper-tones. For women and misses!

ESCALATORS to Block's Downstairs Store.

Children's ANKLETS

Firsts and Irregulars!

Rayons plaids and lisles in plain colors or plain colors with novelty tops. Sizes 5 to 10 1/2.

15c

ESCALATORS to Block's Downstairs Store.