

BLOCK'S

DOWNSTAIRS STORE

**HALF PRICE! WOODBURY'S
50c LOTIONS, SHAMPOOS**

Cocoanut Oil Shampoo Almond Rose Cream
Tar Shampoo Hair Gloss
Liquid Castile After-shaving
Shampoo Lotion

Special for Friday only... Woodbury's lotions and shampoos... nationally-known for their purity and effectiveness.

4 for \$1

ESCALATORS to Block's Downstairs Store.



**Friday Special!
Discontinued Styles of
Shirley Temple
DRESSES**

All Originally
Higher-Priced!

\$1.59

Dainty hanky lawns, batistes, organdies, piques and printed broadcloths in styles that are a tribute to the charm of this darling child star! Sizes 1 to 3, 3 to 6, 7 to 14. Also discontinued styles of Shirley Temple silk dresses, \$2.59 and \$3.59.

Escalators to Block's Downstairs Store.



**Special Price on
Better Quality**

**Girls', Tots'
COATS**

Including Many Regulation
All-Wool Navy Cheviots!

\$5

The cheviots have emblems and matching berets! Other fitted and flare styles in diagonals, tweeds and mixtures... each nicely lined and well made! Blues, browns, tans, checks, plaids and high shades. Sizes 2 to 6, 7 to 16.

Escalators to Block's Downstairs Store.



**Extra Miles of Wear
at Less Cost Per Mile!**

**Children's
SHOES**

Specially Priced
for Friday Selling!

\$1.19

Oxfords... ghillies... straps... sturdy shoes for active little feet! All well made with leather soles! In white, black or brown. Regular sizes 8 1/2 to 11, 11 1/2 to 2.

Escalators to Block's Downstairs Store.

Value! Value! Still More Value—in These

**EASTER SUITS
and TOPCOATS**

\$14.95
For Men
and
Young Men

Styles You Admire—Sizes for Men of All Builds!

- ★ New Worsteds!
- ★ New Twists!
- ★ New Stripes!
- ★ Chalk Stripes!
- ★ New Checks!
- ★ New Monotones!
- ★ Single Breasted!
- ★ Double Breasted!
- ★ Sports Backs!
- ★ Panel Backs!
- ★ Plain Backs!
- ★ Finely Tailored!
- ★ Raglan Coats!
- ★ Polo Style Coats!
- ★ Fancy Back Coats!
- ★ Single or Double Breasted Coats!
- ★ Smart Patterns!

Available on Our TEN-PAY PLAN

**SPECIAL SELLING—1,000 Pairs
DRESS TROUSERS**

\$2.95

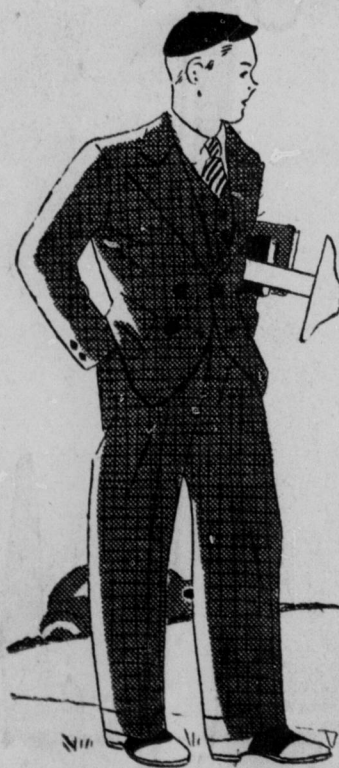
For Men and Young Men

WORSTEDS! TWISTS! FLANNELS! Regular style or with pleated fronts! Plain colors, checks, stripes and smart novelties! Smart shades of blues, grays and browns! SIZES 28 to 50! Tremendous assortments! Compelling values!

Men's Work Trousers, \$1.29
Sanforized coverts or Pepperell Pin Checks.

ESCALATORS to Block's Downstairs Store.

**2 Days Before Easter and the Downstairs Boys' Shop
Is Full of What Your Son Needs and Wants!**



Suggestions From the Downstairs Prep Shop!

New 2-Trouser Prep Suits

Double Breasted!
Sports Back Coats!
New Spring Fabrics!
Tans and Gray!

2 Prs. Long Trousers!
Smartly Tailored!
Celanese Lined!
Navy Blue Cheviots!

\$10.95

Prep Topcoats

Raglan sleeves and all-around belt! Tans and grays! Many with fancy backs!

\$12.95

Prep Felt Hats

Quality felts like Dad's. New shades and shapes! With little feather on the band.

\$1.39

"Jack Horner" Prep Shirts

Unconditionally guaranteed. Newest spring patterns! Whites, deep tones and plain colors.

79c

Silk Spring Prep Ties

Snappy prints in full length prep shapes. Of all silk and silk lined.

25c

Prep Slack Hose, Pr.

English 6x3 ribs in dark or light pastels.

19c

New Spring Slacks

Pleated fronts, suspender buttons, side buckles in new wool fabrics. Sizes up to 22 years.

\$2.98

Suggestions From the Downstairs Boys' Shop

2-Knicker Sports Back Suits

Double Breasted!
Fancy Sports Backs!
Cut Full!
Tans and Grays!
Celanese Lined! Sizes 7 to 14!

\$6.98

2-Long Pant Suits

Newest spring colors and styles in sturdy wearing fabrics.

\$8.95

Boys' Felt Hats

Soft felt, snap or ribbon brims in navy blue and pearl gray!

\$1.19

Boys' Long Trousers

Junior Longies with matching belts! Pleated fronts! Tans, browns and grays! Sizes up to 20.

\$1.59

"Robin Hood" Shirts

Guaranteed fast colors in fancy print broadcloths. Also whites and button-on styles.

55c

Boys' Spring Ties

New patterns in silk warps. All silk lined!

19c

Boys' Slack Sox

Blazer stripes with turned down cuffs!

19c

BOYS' TALON

Zipper Sweaters

Sports back, slip-over and coat styles, many of brushed mohair. Sizes 30 to 36.

\$1.19

Escalators to Block's Downstairs Store.



Special for One Day... Friday Only!

BROADCLOTH SHIRTS

Limited Quantity of Original \$1
Qualities... Specially Priced at Only

59c

Collars Attached!
Plain Colors!
Well Tailored!

Whites!
Novelties!
Guaranteed Fast Color!

These shirts are originally higher-priced qualities reduced because sizes in the different patterns and colors are broken, but you'll find sizes 14 to 17 in the lot! Hurry in to stock up for the summer... at Friday savings!

Men's Spring Sweaters

Pull-over styles—some with half talon zipper fasteners. Plain colors or checked! Brushed effects! Sizes 36 to 42.

\$1

Linen Heel-Toe Sock, Pr.

Just 760 pairs of rayons and lises with reinforced heels and toes of genuine Irish linen. 55% longer wearing.

19c

Broadcloth Pajamas

Plain colors or novelty patterns in coat or pullover styles. Handsomely trimmed! Men's sizes A to D. Fast colors.

79c

Hand-Tailored Ties

New, light colors and patterns for Easter! Full shapes. For men and young men!

39c

ESCALATORS to Block's Downstairs Store.



**Men's SHORTS
and SHIRTS, 22c Ea.**

Pre-shrunk fast color novelty shorts, full sized and well made. Elastic side insert. Sizes 28 to 42. Also full combed cotton pull-over shirts in ribbed styles. Sizes 34 to 46.

5 for \$1