

BLOCK'S DOWNSTAIRS STORE



New Shipment!

SPRING DRESSES

The Tailored Types You Live In!
The Colors That Bring Out Your Best Points!

Sizes
14 to 20
38 to 44
46 to 52

\$3.98

These New Fabrics

Shanweaves	Fruit-of-Loom
"Babbling Brook"	Jelly Bean
Acetates	Crepes
'Coileen' Acetates	Shirtings
	Chiffons

These New Details

2-Piecers	Shirtmakers
Embroidered	Buttons
Jackets	New Full Sleeves
Jacket Frocks	Close Little
Petticoat Dresses	Collars

Do you want the tailored type of frock that's to be trusted for day-long smartness? Then see this group at \$3.98! You'll see shirtmaker styles in one and two-piecers . . . in rich shades . . . such as cinnamon and plum, in white . . . in luscious pastels and in prints wild with color! For more dressy occasions, note the chiffons, and the lovely crepes with heavy embroidery trims.

ESCALATORS to Block's Downstairs Store.

Saturday Clearance!

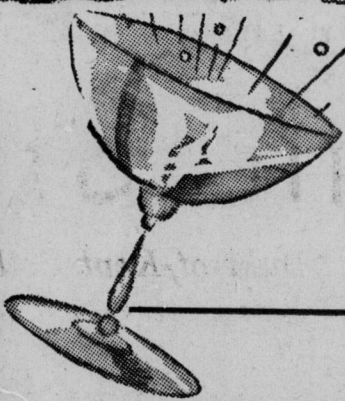
Original \$16.75, \$19.75

COATS

Only a Limited Quantity at Just **\$10.95**

Diagonal tweeds! Fleeces! Plaid backs! Diagonals! Browns! Blues! Grays! Tans! Greens! Rusts! Every coat the product of a nationally known maker with the quality of tailoring and fabric for which he is known. Sports and dress styles, including short baby swaggers, three-quarter and full length swaggers as well as fitted models! For women and misses!

ESCALATORS to Block's Downstairs Store.



The Cocktail Perfume Bar Has Your Favorite Fragrance!

Carnation	Violet De Parme	Jasmine
Charivar	Rose	Lingering
Medusa	Lily of the Valley	Memories
April Balm	Sweet Pea	Bouquet Special
Like	Paradise Gained	Ambre
Acacia	Mandarin Love	Orchid
Dawn	Apple Blossom	Gardenia

35c

ESCALATORS to Block's Downstairs Store

Block's Downstairs Store Offers Truly Great Reductions in Three Price Groups in This

SALE THAT IS A SALE! 1000 NEW SPRING STRAWS

Originally \$1.95, \$2.95

Pedelines!
Rough Straws!
Smooth Straws!
\$1.66 Every Headsize

Originally \$1 and \$1.59

76c
New Colors!
New Styles!

.... BETTER HATS
Originally \$2.95 & \$4.95

Extra **\$2.66**
Salespeople to Give You Speedy Service!



ESCALATORS to Block's Downstairs Store.

The Downstairs Corset Shop Presents

"Speedies" by Vanity

BUSINESS GIRL GIRDLE

Equally Effective for Slight or Heavy Figures!

\$2

- 14 or 16-Inch Lengths!
- Some with 2-way Stretch Back!
- Choice of Satin or Brocade!
- Side Hook or Talon Zipper Models!
- Also Side Fastening or Step-in Models!
- Sizes 25 to 34.

ESCALATORS to Block's Downstairs Store.

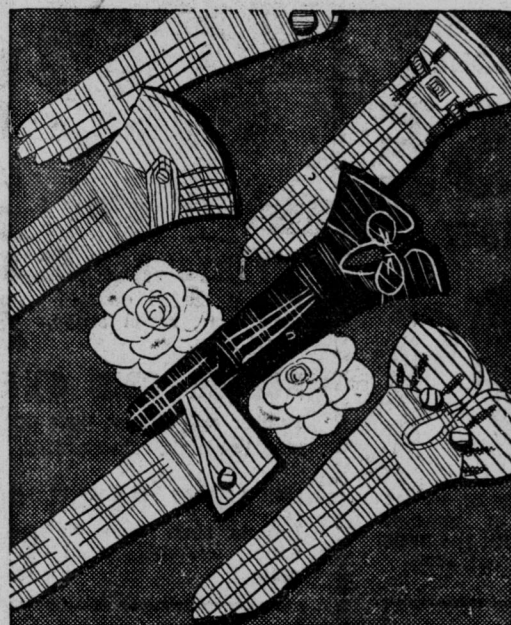


New Weaves in SPRING GLOVES

String Knits! Bengalines! Pineapple Weaves! **55c**

White and pastels as well as such high shades as chardon, Kelly green, English tan, du-bonnet, cocoa, rust and navy! All the new flare cuffs and adorable shortie styles!

ESCALATORS to Block's Downstairs Store.

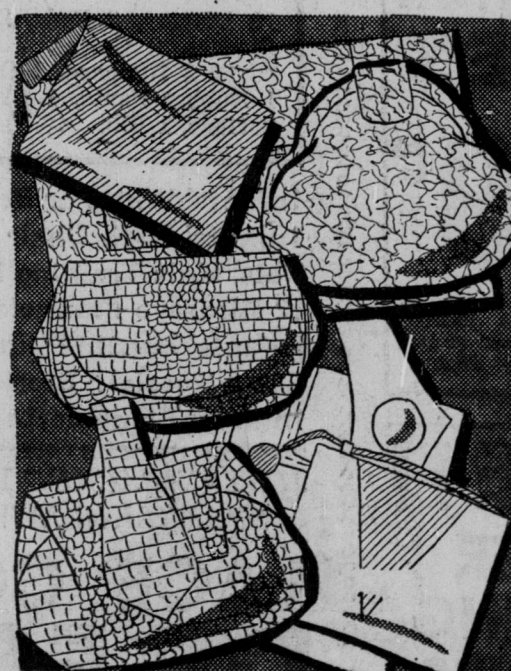


New Shipment! SUMMER HANDBAGS

Whites! Dusty Pink! Dusty Blue! Maize! **\$1**

These bags are faithful copies of higher-priced originals bought only a few weeks ago in Miami . . . now at the height of its resort season! You'll find smooth and rough grains, patents and rodalques . . . GUARANTEED WASHABLE! Styles include top zippers, back straps, pouch bags, top handles, side handles and other favorites in one or duo-colors.

ESCALATORS to Block's Downstairs Store.



We Recommend for General Service Our Regular \$1.39

"BUSINESS GIRL" PANEL SLIP OF RUN-RESIST BEMBERG

- Tub It in a Jiffy!
- Takes No Pressing!
- Easy to Slip Into!
- Light as a Feather in Summer!
- Shadow-Proof!

\$1

BEMBERG SLIPS meet every need of the business girl! They're easy to care for . . . they give plenty of wear! Choose from bra top, California top styles, either lacy or tailored, tearose or white. Women's and misses' sizes 34 to 44.

ESCALATORS to Block's Downstairs Store.



Latest Market Quotations Show That Fur Prices on Our Next Shipment Will be 40% Higher! We Advise That You Buy Now!

Sealene* Coats

While 200 Last! **\$49.50**

Fur prices have shot up terrifically since we contracted for these skins in February! Eastern market reports show further advances daily! We guarantee we cannot repeat this price on like quality when this shipment is gone! All made into the newest styles, many with jeweled clips! JOIN OUR FUR COAT CLUB . . . a down deposit and convenient weekly payments will make the purchase of your coat easy! Women's and misses' sizes 34 to 44.

*Coney. ESCALATORS to Block's Downstairs Store.

Made in Our Own Candy Kitchen From Pure, Fresh Ingredients! RICH, HOME-MADE MARSHMALLOW FUDGE

25c

 Lb.

Fluffy marshmallows beaten in the creamy richness of milk, chocolate make this pure sweet fudge! Special for Saturday only!

Escalators to Block's Downstairs Store

