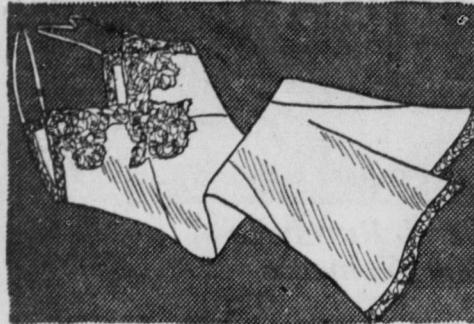


BLOCK'S DOWNSTAIRS STORE

Sunday
Is

Mother's Day



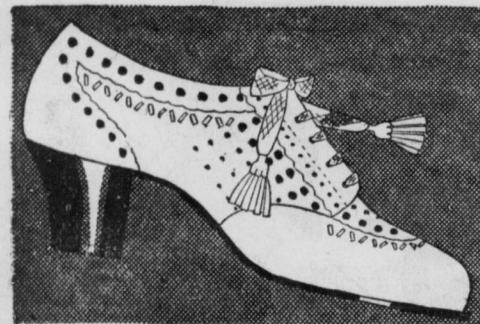
She Will Like These

Ripless Silk PANEL SLIPS

Sizes 34 to 44 \$1.19

Heavy silk crepe, well-tailored in California or bodice top styles will make her an ideal slip for summer wear! The shadow panel will protect her from embarrassing shadows. Lacy or tailored styles in white or tearose.

ESCALATORS to Block's Downstairs Store.

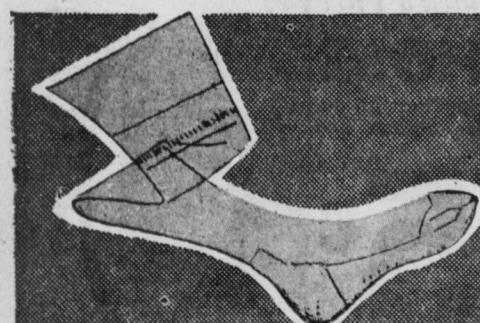


The Modern Mother Prefers
ENNA JETTICK'S
Spring Footwear

\$5 and \$6

"America's Smartest Walking Shoes" take her every where smartly and comfortably! We've all the new WHITES in straps, ties, and oxfords. Sizes 1 to 11, widths AAAA to EEE.

ESCALATORS to Block's Downstairs Store.



Give Her Sheer Lovely
FAIRY MAKE
SILK HOSE

Irregulars
of \$1 to \$1.65
Qualities! 69c

We've the new sunny shades in these smart hose... apricot, suit tan and Mexicana, as well as the darker colors. 2, 3 and 4-thread chiffons... every pair the product of a very famous maker known 'round the world for the high quality of his stockings.

ESCALATORS to Block's Downstairs Store.

If Mother Prefers to Make Her Own, Choose Her
Gift From These Fabrics

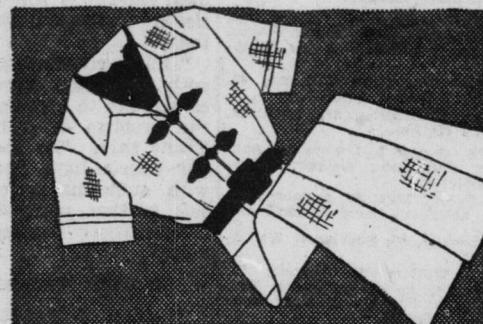


IRISH LINENS SPUN RAYONS PRINTED SILKS ZUKI PRINTS

Each 59c
Yd.

THE LINEN is a soft quality in luscious pastel shades as well as WHITE. Also at this same low price... WHITE SUITING LINEN. 36-inch width. THE SPUN RAYONS, ZUKI PRINTS and PRINTED SILKS are 39 inches wide and come with light or dark grounds. ALSO CRAYETTE CREPES in dark or pastel solid colors or novelty weaves. 39 inches wide.

ESCALATORS to Block's Downstairs Store.



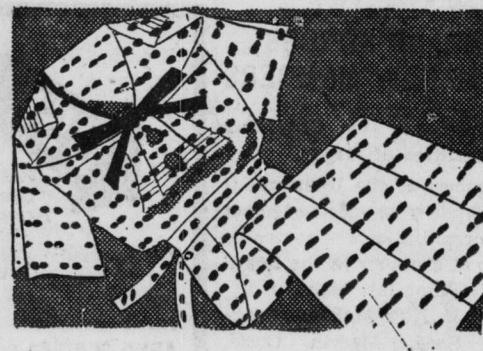
For Summer Smartness, Give Her

Crisp TAILORED LINEN FROCKS

Sizes
12 to 20
38 to 44 \$2.98

Choose from 11 stunning styles in Kerry Lynn or imported Belgian linen! Shirts, blouses, and surplice styles included. In green, linen blue, aqua, white, pink, maize, cranberry and flesh.

ESCALATORS to Block's Downstairs Store.

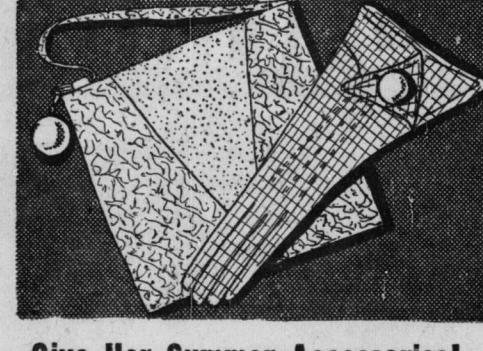


Give Her a Tubbable COOL COTTON FROCK

Sizes 14 to 52 \$1.98

We've a complete selection of SHORT AND LONG SLEEVE STYLES in sheet prints, posy voiles, slab cloths, Lady Love Laces, plique voiles, Jenny Lind muslins, flock dots, blusher sheers, linens, piques, imported ginghams, eyelet batistes and dotted Swiss.

ESCALATORS to Block's Downstairs Store.



Give Her Summer Accessories!

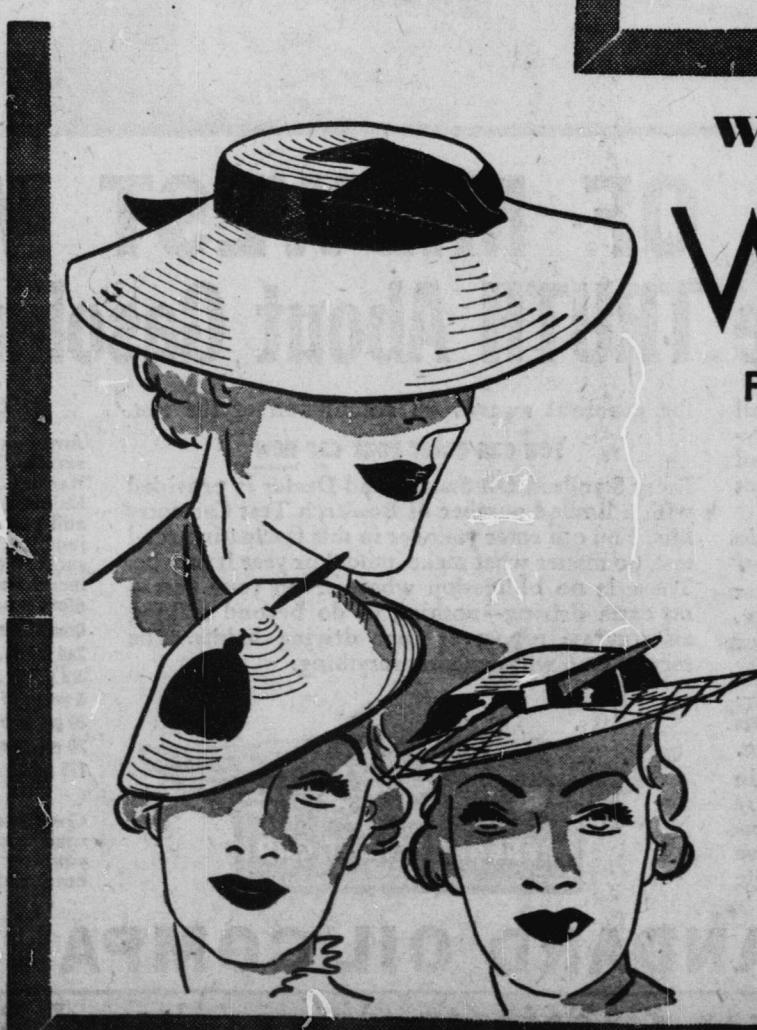
WHITE GLOVES WHITE BAGS

Each \$1

THE GLOVES: White Bengalines with trim flare cuffs, some buttoned back. Also gloves in chamois and navy.

THE BAGS: Big assortment of new styles in pouch, envelope and straps models... many roomy... mostly washable. Also pastels as well as WHITE!

ESCALATORS to Block's Downstairs Store.



MEN!

If You Would Make GIANTS
of Your Clothing Dollars—See

Beverly SUITS and TOPCOATS

Styling That is NEW—
We call particular attention to the new sports back treatments!

Fabrics That Insure Service—
Notice especially the QUALITY of the worsteds and the twists! Beverly clothing at \$15 is a value supreme!

Models for All Tastes—
No matter your preference—sports models, conservative models, business models—we have them in Beverly clothing at \$15!

Sizes for Men of All Builds—
We pride ourselves on our assortments! You can come here and be fitted properly and correctly!

Available on Our Ten-Pay Plan



Match Your Coat and Vest! Dress Trousers Really Exceptional Values!

\$2.95

COVERT TROUSERS, Sanforized \$1.29
MOLESKIN TROUSERS, 8-oz. weight \$1.49
RAINCOATS, Jerseys, Suedes, Tan Trench \$2.98

ESCALATORS to Block's Downstairs Store.

Specials for the Sportsman!

The Brand New Barrel Sleeveless SWEATERS

Men's Small,
Medium
and Large
Sizes \$1.00



Just the right style and weight for spring days! These sweaters are 100% wool in white, maize, powder blue, navy, red and brown fancy weaves! The armholes are deep... the neck wide... the weight light enough to wear under a coat... heavy enough to wear alone on the golf course.

MEN'S NEW POLO SHIRTS

Small, Medium
and Large
Sizes 59c

Cool, good-looking shirts for golf, tennis and summer outings! Button-loop style in white, blue and maize.

ESCALATORS to Block's Downstairs Store.

We Have a Complete Assortment of

WHITE HATS

FOR MOTHERS WITH YOUNG IDEAS!

White Straws
White Crepes
White Felts \$1.95

ALSO LOVELY STRAWS

In Black and Brown
As Well As Navy

\$2.95

ESCALATORS to Block's Downstairs Store.