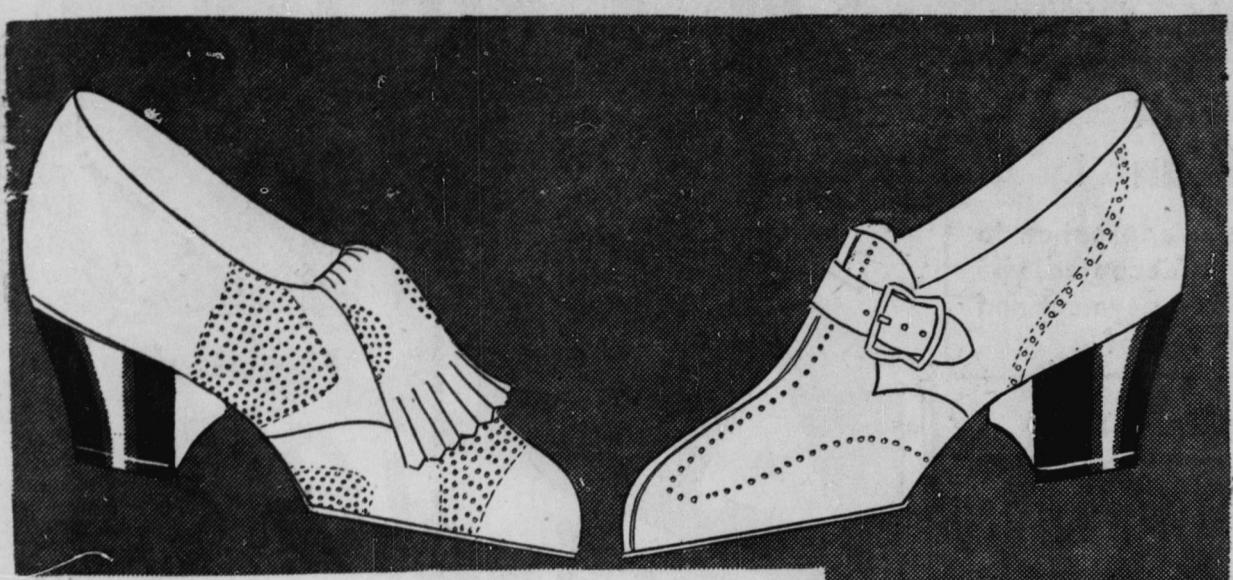


BLOCK'S DOWNSTAIRS STORE



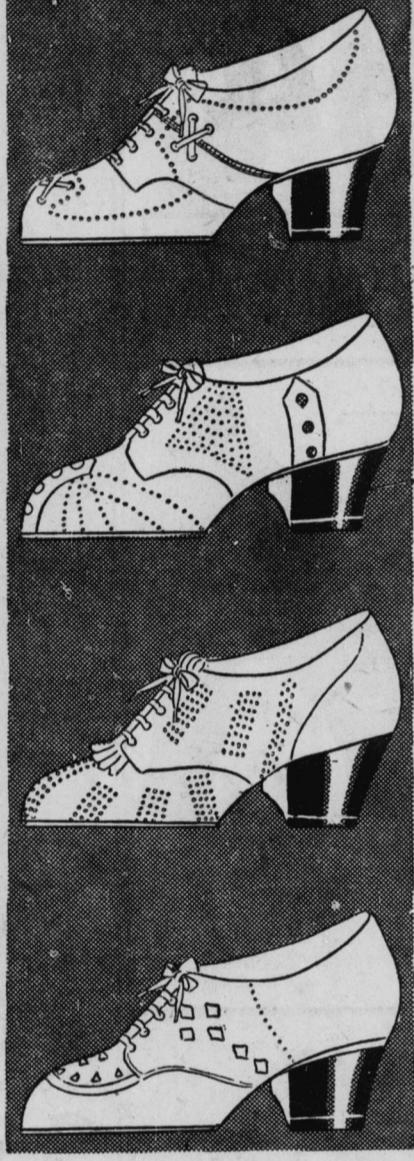
1,000 Pairs Active Sports Footwear
Made to Our Strict Specifications!

WHITE OXFORDS

Sold to Us
at a Price
Concession . . .
Now
Specially
Priced!

\$1.98

For
Women,
Misses



It took a lot of persuasion on our part before the maker would give us these shoes at a price concession! You'll be quick to call them OUTSTANDING SPORTS SHOE VALUES at just \$1.98! NU-BUCKS! ELK LEATHERS! CHOICE OF 10 SMART STYLES in fancy ties, wide strap buckle oxfords, plain, perforated or trimmed styles! Both leather and covered heels! Widths A, B, C. For women and misses.

ESCALATORS to Block's Downstairs Store.

GIVE MOTHER FRAGRANT PERFUMES

We Have a Wonderful
Assortment at Our
Perfume Cocktail Bar
35¢ Dram
3 FOR \$1

Carnation
Charivar
Medusa
Rose Balm
Lilac
Acacia
Dawn
Violet de Parme
Rose
Bose
Sweet Pea
Paradise Gained
Nostalgia Love

ESCALATORS to Block's Downstairs Store.

Mother's Day Gift Box of CHOCOLATES

39¢ Lb.
3 FOR \$1

Apple Blossom
Jasmine
Lingerie Memories
Lavender
Amber
Orchid
The delicious fresh
chewy and creamy
pieces she loves care-
fully packed in a
white paper-covered
fancy gift box!

ESCALATORS to Block's
Downstairs Store.

For the Larger Figure!

COOL MESH "Slendermode" INNER-BELTS

Porous and Airy . . . The Ideal Summer
Inner-Belt for the Full Figure!

\$2.39



• Lightly Yet
Firmly Boned!
• Novelty
Bra Tops!

This mesh garment is
so light you'll hardly
know you're wearing it
. . . so cool because it
allows a circulation of
air around the body!
Although feather-
weight it's light boning
firmly holds every curve
under control.

Women's
Sizes
36 to 54

ESCALATORS
to Block's
Downstairs
Store.

For Those Men Who Want Better Quality! Men's Better Shirts

A Very Special Group of
Brand New Arrivals!

\$1.29

NON-WILT COLLARS!
DUKE OF KENT COLLARS!
DEEPTONES with button-down
collars! REGULAR COLLARS in
our "Gold Bond" WHITE SHIRTS!
Also WHITES and NOVELTIES in
WOVEN PATTERNS or PRINTS! Fancy
patterns include small checks, stripes, plaids
and figures! Every shirt finished with those
little details that mean so much to the well-
dressed man! Guaranteed fast colors! Men's and
young men's sizes 14 to 17.

Men's Spring Style Neckwear, 55¢ Each or

Plain color silk crepes!
Striped shantung! Polka
dot satins, failles and foulards.
Resilient constructed.
Large full shapes.

2 for \$1

Men's New Summer Polo Shirts, Only

59¢ to 98¢

One-button loop styles! Gaucho 3-button loop
styles! Talon zipper styles! Blues, canary or
white in cotton meshes, dishrag cloths, waffle
weaves, cords and rayons. Small, medium and
large sizes.

ESCALATORS to Block's Downstairs Store.



Men's Lastex Top Rayon Sox, Pair

The ribbed tops stay up without
garters. New patterns and
colors! Double soles! Men's
sizes 10 to 12.

25¢

Men's Gingham or Seersucker Robes

Easy to wear while traveling!
Grand for beach wear! Wrap-
around or double breasted
models in gay patterns. For
men and young men!

\$1.98

\$12.95

Double Breasted!
Pleated Sports
Back Coats!
Sturdy Fabrics!

Well Tailored!
New Patterns!
Grays! Tans!
Sizes 14 to 22!

The young fellow in your family will
approve of one of these suits for graduation!
They'll make all the other fellows green
with envy, so smartly are they made! The
trousers are full cut . . . the linings are of
long-wearing celanese! The coats have
snappy sports backs! EXTRA TROUSERS
TO MATCH SUITS, only \$2.

Fellows, Flock in for These Spring Prep Suits

They're New Styles . . . New Fabrics
and Quality Tailored
for Only



\$12.95

Double Breasted!
Pleated Sports
Back Coats!
Sturdy Fabrics!

Well Tailored!
New Patterns!
Grays! Tans!
Sizes 14 to 22!

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snappy sports backs! EXTRA TROUSERS
TO MATCH SUITS, only \$2.

Other Items for Boys' Spring Wardrobes!

Boys' Wash Suits in Assorted Styles

Fancy patterned
cloths in prints,
checks and woven
stripes! Belted and elastic waist models.
All pre-shrunk! Sizes 6 to 12 years.

49¢ to 98¢

Double breasted sports back \$6.98
models in sizes 8 to 14 years.

Boys' 3-Pc. Eton Wash
Suits, Special

Linens and seersucker in
combination button-on suits with
matching sports back coats. Sizes
3 to 8.

\$1.19

Boys' Good-Looking
Wash Ties, Only

Big assortment of fancy patterns
and colors for boys of all ages.

15¢

Boys' Assorted Styles in
Play Suits

Sleeveless knee length or short
sleeve ankle length styles! Blues,
grays or brown fast color cover
cloth. Sizes 3 to 8.

59¢

ESCALATORS to Block's Downstairs Store.



Snappy Styles!

Fur Felt Hats for Men

Brand
New
Models!
\$1.98

We've a complete assortment of the
most wanted styles and colors for
spring! For men and young men!
Snap brims! Bound edges!

Escalators to Block's Downstairs Store.



Men's, Young Men's

BETTER OXFORDS

\$2.98

Black, brown or white calf! White
bucks! Variety of styles with wing
tips, plain tips, leather soles and
either leather or rubber heels!
Sizes 6 1/2 to 11.

Escalators to Block's Downstairs Store.



Saturday Special!

HALF SOLES

59¢

For Men's,
Women's
and
Children's
Shoes

While-you-wait service if desired!
All work guaranteed for only excellent
quality materials and expert
workmanship used.

Escalators to Block's Downstairs Store.



\$12.95

Double Breasted!
Pleated Sports
Back Coats!
Sturdy Fabrics!

Well Tailored!
New Patterns!
Grays! Tans!
Sizes 14 to 22!

The young fellow in your family will
approve of one of these suits for graduation!
They'll make all the other fellows green
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long-wearing celanese! The coats have
snappy sports backs! EXTRA TROUSERS
TO MATCH SUITS, only \$2.

Other Items for Boys' Spring Wardrobes!

Boys' 2-Knicker
Suits, Only

Double breasted sports back \$6.98
models in sizes 8 to 14 years.

Boys' 3-Pc. Eton Wash
Suits, Special

Linens and seersucker in
combination button-on suits with
matching sports back coats. Sizes
3 to 8.

\$1.19

Boys' New Summer
Polo Shirts, Now

Plain color celanese and fancy
striped and checked cottons!

Button neck, gaucho tie and
Basque pull-over styles. Sizes 8
to 18.

59¢

ESCALATORS to Block's Downstairs Store.