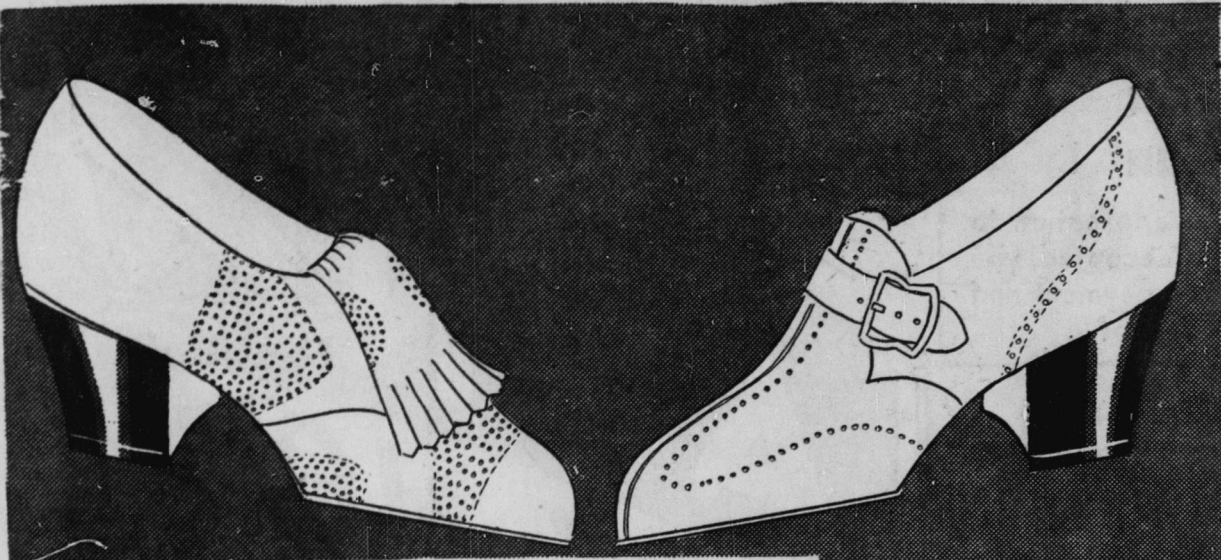


BLOCK'S DOWNSTAIRS STORE



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

WHITE OXFORDS

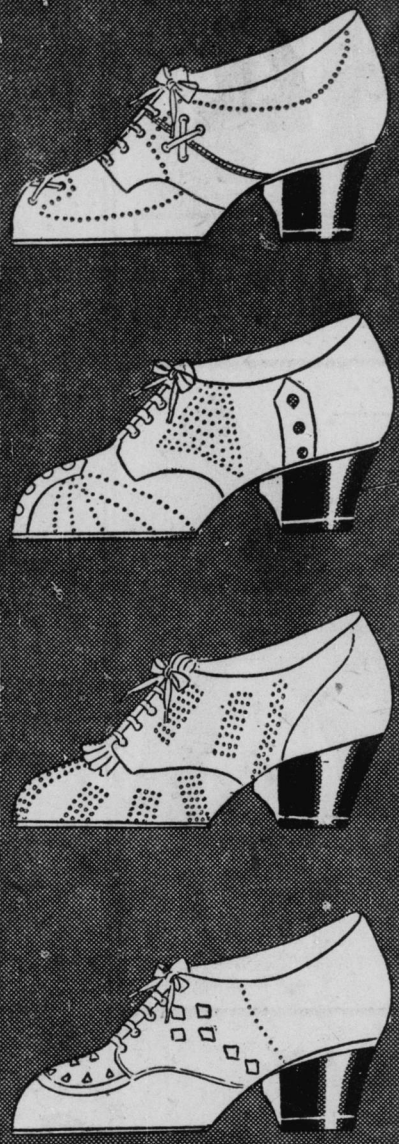
Sold to Us
at a Price
Concession ...
Now
Specially
Priced!

\$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

35c
Dram
3 FOR \$1

Carnation
Charivar
Medusa
April Balm
Lilac
Acacia
Dawn
Violet de Parme
Rose
Lily of the Valley
Sweet Pea
Paradise Gained
Mandarin Love
Apple Blossom
Jasmine
Lingering Memories
Gardenia
Amber
Orchid

ESCALATORS to Block's Downstairs Store.

Mother's Day Gift Box of CHOCOLATES

39c
Lb.

The delicious fresh
chewy and creamy
pieces she loves care-
fully packed in a
cellophane covered
fancy gift box!
Escalators to Block's
Downstairs Store.



Proving Emphatically

It Pays to Buy Clothing in Block's Downstairs Store



BEVERLY

Suits and Topcoats
Compelling Values at

\$15.

For Men
and
Young Men

STYLED with a thought of tomorrow! TAI-
LORED in a manner that insures long and
satisfactory wear! FABRICS with a world
of stamina! PATTERNS that add much to
the appearance of these suits and topcoats!
MODELS for men of all tastes — whether
sports or conservative minded! SIZES for
men of all builds! Available on our TEN-
PAY PLAN!

Match Your Coat and Vest!

MEN'S DRESS TROUSERS

\$2.95

Irresistible Values!

Slack or regular models!
Note the quality of these
worsteds, twists and novel-
ty pattern fabrics! Sizes
28 to 50 in the lot!

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 6½ to 11.
Escalators to Block's Downstairs Store.



Saturday Special!

HALF SOLES

For Men's,
Women's
and
Children's
Shoes **59c**

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

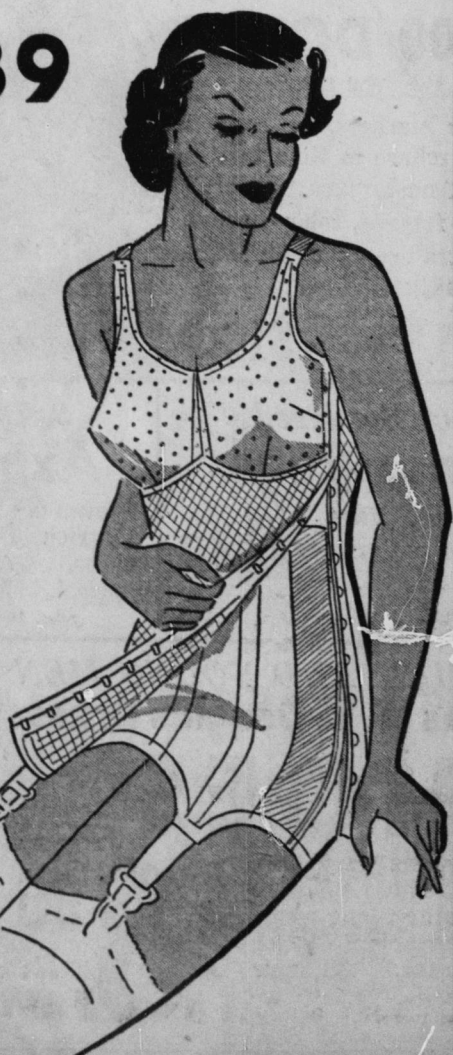
\$2.39

- 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 its 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

NO N - 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, 55c Each or

Plain color silk crepes!
Striped shantungs! Polka
dot satins, failles and four-
ards. Resilient constructed.
Large full shapes.

2 for \$1

Men's New Summer
Polo Shirts, Only

59c to 98c

One-button loop styles! Gaucho 3-button loop
styles! Tailor 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 with-
out garters. New patterns and
colors! Double soles! Men's
sizes 10 to 12.

25c

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

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!

The young fellow in your family will ap-
prove 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 TROUS-
ERS TO MATCH SUITS, only \$2.



Other Items for Boys' Spring Wardrobes!

Boys' Wash Suits in
Assorted Styles

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

Boys' Good-Looking
Wash Ties, Only

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

Assorted Styles in
Boys' Play Suits

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

ESCALATORS to Block's Downstairs Store.

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

Linenes and seersucker in com-
bination, button-on suits with
matching sports back coats. Sizes
3 to 8.

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.

59c