

A Friendly Store Built to Serve...

Make Block's Downstairs Store your shopping headquarters for 1937! Enjoy our spacious aisles... our modern lighting... our speedy escalators and convenient Arcade entrance! The merchandise you want is always conveniently displayed, and presented to you by courteous, well-informed salespeople.

BLOCK'S

DOWNSTAIRS

STORE ++

SPECIAL THRIFT EVENTS!

January Sales



Beverly

Overcoats... Suits... Topcoats

Hardy Worsteds!
Choice Patterns!

Careful Tailoring!
Beverly Quality!

\$15.95

ON OUR
Ten-Pay Plan

Small Down
Payment Delivers
Men's Clothing

**Sale! Men's
Trousers**
\$1.98

Dress Trousers! Corduroy
Trousers! Work Trousers!
School Trousers! Sizes 29
to 30! Irresistible values!

**Sale! \$5 Suit
Trousers**
\$2.95

Match your odd coat and
vest! It's easy to do in
our splendid and interest-
assortments!

**Sale! Melton
Jackets**
\$2.98

Heavy weight (full 32-
ounce) blue meltons; zip-
per fronts; side adjust-
ment; exceptional values!

**Sale! Men's
Windbreakers**
\$1.98

Nationally advertised
"Buckskin" brand! Wash-
able fabrics! Blue or
brown colors! Zipper
fronts!

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

Men's Better Shoes

Original \$3, \$4 Qualities, Now ONE-THIRD OFF

Selected and reduced
from our regularly
higher priced stocks.
Black and brown, as-
sorted styles with
narrow, medium and
rounder toes. Broken lot
of sizes.

\$2 and \$3



Escalators to the Wide
Aisles in Block's Air-Con-
ditioned Downstairs Store.

SWEEPING CLEARANCE OF BOYS' CLOTHING

382 SUITS INCLUDED IN THIS BIG EVENT IN THE DOWNSTAIRS BOYS'
AND PREP SHOPS! LIMITED QUANTITIES IN MANY INSTANCES!

Desirable spring patterns in popular long-wearing fabrics! Tailoring that rivals Dad's in good looks! Values that are hard to beat! Styles for immediate and spring wear included... but come early! Selections are limited!

CLEARANCE!
(42) Original \$6.98
2-Knicker Suits

\$3.99



For im-
mediate wear...
and for
spring! Cel-
anese lined
sport back,
double
breasted
coats! Com-
plete with 2-
pairs of full
cut, well lined
knickers!
Grays! Tans!
Blues!

(8) Boys'
2-Knicker Suits
Reduced
to **\$5.98**

(37) Boys'
2-Knicker Suits
Reduced
to **\$6.98**

(33) Orig. \$10.95
2-Knicker Suits
Reduced
to **\$7.98**

(32) Fellows'
2-Long Pant Suits
Reduced
to **\$7.98**

(34) Fellows'
2-Long Pant Suits
Reduced
to **\$9.95**

**(11) 2-Long
Pant Suits**
Reduced **\$10.95**
to

Boys' 2-Pant Prep Suits
MARKED DOWN BELOW
ACTUAL COST! Celanese
lined sport back coat with 2
pairs of trousers! **\$6.99**

Boys' 2-Pant Prep Suits
Originally higher-priced qual-
ities greatly reduced. Just **\$11**
90 at this price!

Boys' 3-Pc. Ski Suits
ORIGINAL \$6.98 ALL-WOOL!
Bold plaids with zipper or double
breasted button, full lined sports
back coats! Sizes 3 to 14.

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

CLEARANCE!
(26) Original \$9.95
2-Long Pant Suits

\$5.99

Broken lots of
suits that will
sell on sight!
Well made
with double-
breasted sport
back coats in
shades and
patterns ideal
for spring.



Boys' 2-Pant Prep Suits
Special clearance of
just 21 excellent qual-
ity, well made gar-
ments! **\$12.95**

Boys' 2-Pant Prep Suits
27 drastically reduced
for quick clearance! **\$14.95**
All excellent qualities!

Orig. \$4.98 Wool Snow Suits
Zipper front, belted coat
models of all wool fabrics.
Colorful plaid trims.
Matching hats! Sizes 3 to
8 in group. **\$2.99**

Reduced! Odd Lots of Originally Higher- Priced Qualities!

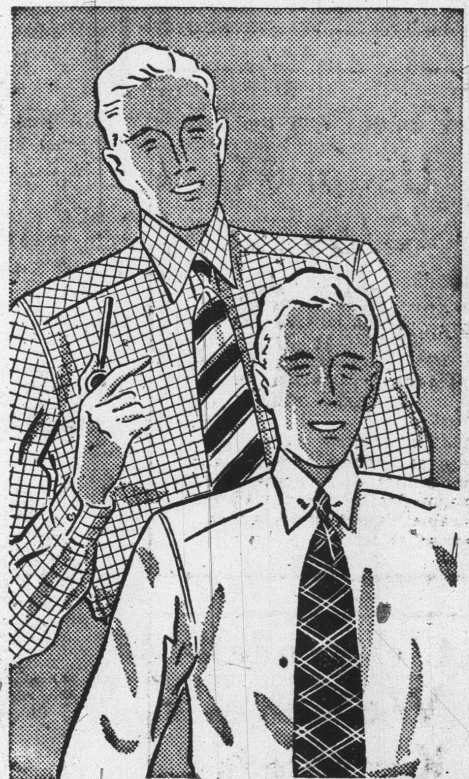
Men's Better SHIRTS

Sizes
14 to 17
in the Group

77c

Popular whites! Wanted novelties and patterns! Qualities that are "steals" at just 77c! Give them a quick tubbing... they'll be fresh and clean again... marvelous values that compare most favorably with shirts that have cost you much more.

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

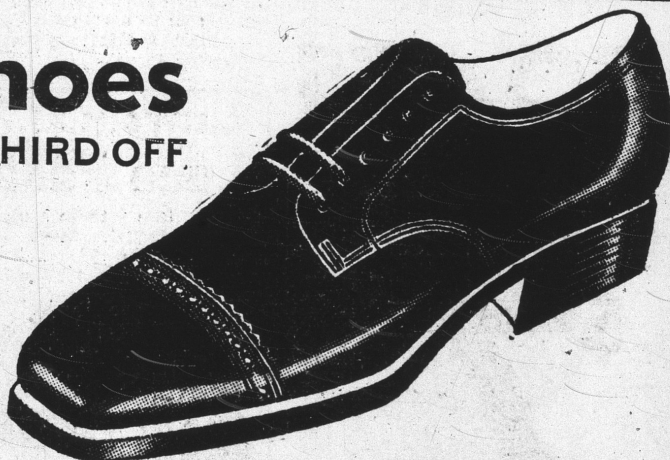


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\$2 and \$3



Escalators to the Wide
Aisles in Block's Air-Con-
ditioned Downstairs Store.

SPECIAL!
**LINED
GLOVES**

For Men
Young Men **\$1**

Black or brown snap-
wrist or slip-on styles,
warmly fleece lined. Suit-
able for dress or driving.
Sizes 8 1/2 to 11.

Originally 55c!
**MEN'S
TIES**

29c

Fine first quality hand-
tailored neckwear in out-
standing patterns!

Men's 10% Wool
**UNION
SUITS**

\$1

Tan random mixed suits,
durably tailored with
wanted extra features!
NOTE THE SIZES: 36
to 54.

Brand New
**FUR FELT
HATS**

For Men and Young Men
\$1.98

A limited quantity of ex-
ceptional values! Latest
styles and most desirable
colors included.

A GREAT DOWNSTAIRS SHOPPING CENTER WITH QUALITY-RIGHT MERCHANDISE