

# BLOCK'S DOWNSTAIRS STORE

## Tomorrow! Outstanding Values in Every Department!

We Bring You the New Silhouettes of 1937!



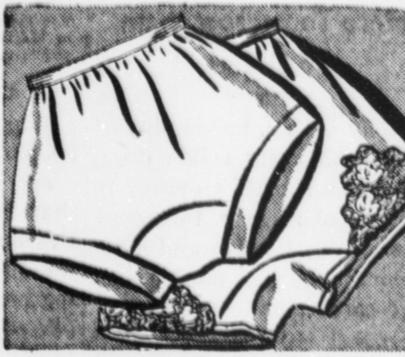
### New Print DRESSES

Sizes  
14-20  
38-44  
44-52

\$3

Boleros from the Rio Grande! Flattering swing skirts! New straight-line skirts . . . the essence of smart tailoring! Note the interesting prints . . . so good-looking you won't be able to wait to wear them! And the plain colors . . . luscious pastels with smart dark trims! We've dozens . . . and dozens . . . and dozens!

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



Longer-Wearing, Luxurious Looking!

Genuine Bemberg Parfait Lingerie

59¢

Bemberg parfait is an aristocrat of the Bemberg family . . . so soft, yet so sturdy! The cuff and flare style panties, bloomers, briefs, and shorts can be tubbed frequently and may be pressed with a hot iron! Lacy or tailored styles in ten rose! For women and misses!

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

Special Clearance

### COATS

Sports and Furred Models, Originally \$10.95, \$12.95, \$16.75!

\$4.99



Spice Your Spring Suits and Skirts With

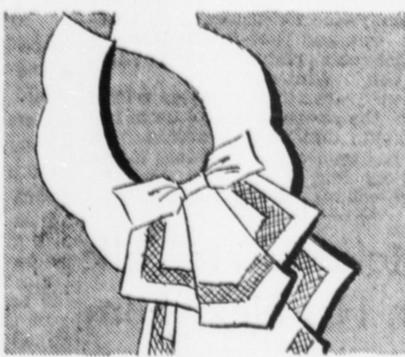
### Pastel Sweaters

In  
Dozens  
of Spring  
Styles!

\$1.00

Tyrolean barrel sweaters edged in black and green! Feminine bits of pastel softness with collars, with crew necklines, with tie necklines. ALL GUARANTEED ALL WOOL in a variety bound to please! Women's and misses' sizes 34 to 40.

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The Newest in Neckin'  
Crisp SPRING NECKWEAR

49¢

Snowy white piques, frilly organdies and feminine laces and interesting combinations! High necklines, low necklines, V-necklines, vestees! Most styles complete with cuffs! Choice of white or pastels.

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★ Nubs! Fleeces!  
Plaid Backs! Novelties!

★ Heatherhill Tweeds!  
Diagonal Woolens!

★ American Plaid Backs!

★ Many Other Smart Fabrics!

We must make room for incoming spring coats and suits! Even though woolen fabrics have advanced in price, we are forced to take drastic reductions on this lot! Wear these coats now . . . or put them away for next winter! Your savings will be tremendous! Such fur trims as French beaver (coney), vicuna, caracul, marmink (mink dyed marmot), black and pointed dog! Fitted or swing models in misses' and women's sizes up to 20.

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

Surplus Stock of America's Largest Maker!

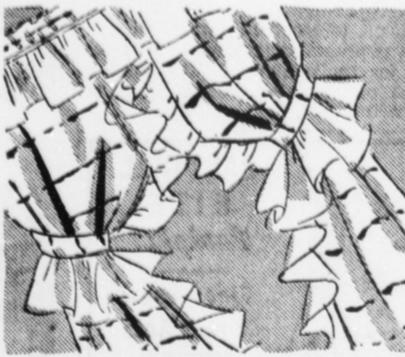
### Cotton Frocks

Many Made  
to Retail for  
\$1.29, \$1.59 and  
\$1.98

88¢

Prints! Dotted voiles! Solid color deep tones! Embroidered eyelets! Batistes! Slub yarns! One and 2-piece styles . . . in guaranteed fast colors! At today's yard goods prices not a dress would retail today for less than \$1.29. Sizes 14-20, 38-44, 48-52 in the group, but not in every style.

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



No Price Premium on  
Pretty Windows!  
CRISP, FRESH CURTAINS

59¢  
Pr. or Set

Wide full ruffled Priscillas, 2½ yards long! Tailored nets headed ready-to-hang, 2½-yard lengths! Figured marquise cottage sets, 2½-yard and bathroom curtains, 1½ yards long.

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

Maker's Close-Out!

### SHOES

Qualities USUALLY  
SOLD FOR \$2, \$3  
and \$4! Over  
50 Styles!

\$1.59



★ Blues! Greens! Grays!  
Browns! Blacks!

★ Fabrics! Kids! Calfs!  
Suedes! Patents! Rough Leathers!

★ Women's Sizes 3 to 9,  
Widths AAA to B in the  
Lot!

This event smashes value records!  
Shoes for every occasion . . .  
shoes in every type of leather,  
fabric and combination! Shoes in  
every color you want! Styled for  
walking, spectator sports, semi-  
dress and business! Extra sales-  
people, extra space! Come early  
for the best selection.

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

You'll Save Oceans on This  
New Shipment of

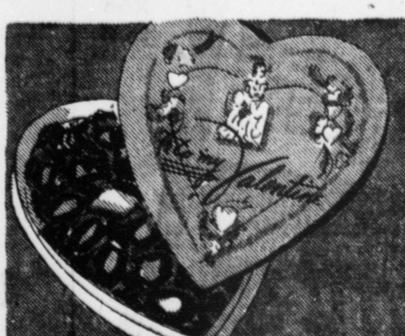
### NOTIONS

Sherbet Dishes  
Paper Napkins  
Sanitary Napkins  
Absorbent Cotton  
Mirrors  
Water Wave Nets  
Embroidery Thread  
Candles  
Ash Trays  
Black Snaps  
Hose Supporters  
Dime Banks  
Salt and Pepper Shakers  
Copper Pot Cleaners

Black Pocket Combs  
China Pin Cushions  
Bowl Deodorant  
Bobby Hair Pins  
End Curlers  
Water Glasses  
Demi Cups and Saucers  
Sanitary Belts  
Pearl Buttons  
Many, many others

3c  
Ea.

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



For Your Valentine!  
CHOCOLATES

Heart  
Box  
for Only 35¢

Those tempting odd-shaped pieces she  
loves . . . coated with thick dark chocolate  
. . . stuffed with goody cream and hard  
centers! Packed in attractive cellophane  
wrapped heart box.

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

A GREAT DOWNSTAIRS SHOPPING CENTER WITH FASHION-RIGHT MERCHANDISE