

# BLOCK'S DOWNSTAIRS STORE

## Tomorrow! Outstanding Values in Every Department!

We Bring You the New Silhouettes of 1937!

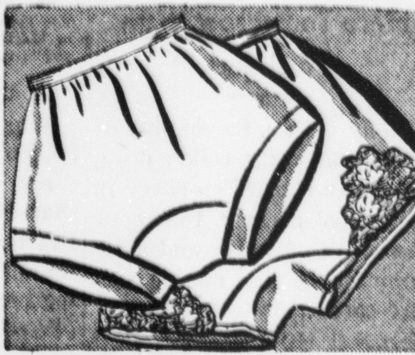
### New Print DRESSES

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.



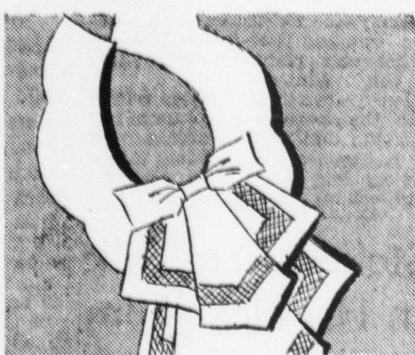
Longer-Wearing, Luxurious Looking!

Genuine Bemberg Parfait Lingerie

# 59c

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 tea rose! For women and misses!

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The Newest in Neckin'!  
Crisp SPRING NECKWEAR

# 49c

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

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### Special Clearance COATS

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

# \$4.99

★ 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 40.

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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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Surplus Stock of America's Largest Maker!

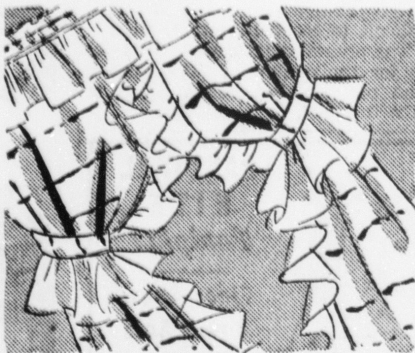
### Cotton Frocks

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

# 88c

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.

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No Price Premium on  
Pretty Windows!

CRISP, FRESH CURTAINS

# 59c

Pr. or Set

Wide full ruffled Priscillas, 2 1/2 yards long! Tailored nets headed ready-to-hang, 2 1/2-yard lengths! Figured marquisette cottage sets, 2 1/4-yard and bathroom curtains, 1 1/2 yards long.

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### 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 salespeople, 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

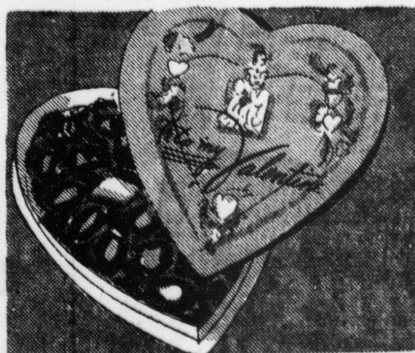
# 3c

Ea.

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

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



For Your Valentine!  
CHOCOLATES

Heart  
Box  
for Only 

# 35c

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.

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A GREAT DOWNSTAIRS SHOPPING CENTER WITH FASHION-RIGHT MERCHANDISE