



'CHURCHILL' SHOES

New Spring Lasts! Values at

\$2.98

MEN WHO WEAR THEM will tell you of their sturdy qualities! You can see with your own eyes how smart they are! Oak Bend leather soles! Complete range of sizes!

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

GENUINE FUR-FELT SPRING HATS

\$1.98

MEN! THESE ARE VALUES! Real, honest-to-goodness values! Light or medium colors —for now and on into early summer! The NEW shapes—in YOUR size!



DOWNSTAIRS STORE

Beverly
SUITS AND TOPCOATS

\$15.95
For Men and Young Men

DESPITE
RISING
PRICESAt Block's
for Only—NOT JUST A "HANDFUL"—BUT REALLY
INTERESTING, AND VARIED ASSORTMENTS!

SPORTS MODELS? Yes, sir! BUSINESS MODELS? Most certainly! CONSERVATIVE STYLES? Yes, indeed! Block's Downstairs Store really brings you ASSORTMENTS! Beverly quality through and through! Values we could not begin to duplicate on today's market! Sizes for men of all builds! See for yourself—tomorrow! Available on our TEN-PAY PLAN!



\$4 and \$5
SUIT TROUSERS
AND SPORTS SLACKS

\$2.95
Go where you will, we do not believe you can even approach these trouser values! The majority are from our higher-priced two-trouser suits! Patterns to match or contrast your coat and vest!

Sports Coats \$6.95

It's going to be a BIG sports coat season! Get YOURS now! All-wool fabrics! Smart plaids, checks and novelty patterns! Sports backs of course! Regulars, longs and shorts!

New Sports Slacks . . . \$4.98

High waisted drape models; the matching belt is attached slightly below the waistband. New "1937" patterns.

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

Tailored up to Your Son's Ideas of Good Looks . . . Up to Your Ideas of Quality!

STUDENTS'
PREP SUITSA Variety Hard
to Beat at
This Price!

\$12.95
SIZES
15 to 22

We bought these suits before the market price advanced! Now thanks to our foresight you save on brand new 1937 styles . . . in the new browns, grays, plaids and checks. Other prep suits up to \$21.75.

Boys' Celanese Polo Shirts
Newest styles with rope collars, gaucho styles, pastels or dark novelties. All sizes. 59¢

Boys' New SPORT SLACKS
English drape style with pleated front and side rings. Roomy pockets! Sizes 8 to 18. \$1.98

Boys' Suedecloth RAINCOATS
Fancy or plain colors, guaranteed waterproof! Full belted models! Sizes 8 to 18. \$2.49

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

STONEWALL JACKSON
FOOTWEARExclusive
In the City
With Block's
Downstairs
Store

\$1.59

The brand name stamped on every pair is your assurance of fine leather footwear for your youngster! Note the sturdy leather uppers . . . and leather soles . . . and the new modern lasts! Sizes 8 1/2 to 2.

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

Special for Saturday!

Half SOLES
Genuine leather sewed soles
while you wait! Shoes made wider and longer! Ask for O'Sullivan's soles and heels for super wear.

59¢

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

Return to Twin Up
With the New Pretty Fashions!PEDALINES! SISOLS! FABRICS!
SHARKSKINS! PASTEL FELTS!

\$1.95

Pretty clothes return to fashion! Pretty without fussiness . . . simple . . . elegant in line! With them you wear hats like these . . . highlighted with a wispy veil or bright flower touch!

WE SPECIALIZE IN LARGE HEADSIZES!

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

An Assortment With Everything . . .
Variety . . . Value . . . and Quality!

MEN'S DRESS SHIRTS

Tailored of Excellent Fabrics
With Details That Ordinarily Cost You More!

\$1.29

4 for \$5

- White Broadcloths
- Woven Madras
- Plaids and Checks
- End to End Cloths
- Duke-of-Kent Buttons
- Soft Stand-Up Collars
- Solid Ocean Pearl Buttons
- Sizes 14 to 17
- British Stripes
- Full Length Center Pleat
- Excellent Quality of Tailoring

ARMORED CROTCH SHORTS, Each
39¢

Genuine vat dyed, fast-color broadcloth shorts, for heavy outdoor wear of ordinary shorts! Reinforced with the new DOUBLE FABRIC CROTCH!

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