



### '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

For Men and Young Men

**\$15.95**

DESPITE RISING PRICES

At 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

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!

**\$2.95**

### 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 SUITS

A 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

**59c**

Boys' New SPORT SLACKS

**\$1.98**

Boys' Suedecloth RAINCOATS

**\$2.49**

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



## STONEWALL JACKSON FOOTWEAR

Exclusive 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.

**59c**

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



## Pretty Brims

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 . . . high-lighted with a wispy veil or bright flower touch!

WE SPECIALIZ 'N' 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 Madrases
- White on White Broadcloths
- Fused Stand-Up Collars
- Soft Stand-Up Collars
- Solid Ocean Pearl Buttons
- Sizes 14 to 17
- British Stripes
- Plaids and Checks
- End to End Cloths
- Duke-of-Kent Button Down Collars
- Full Length Center Pleat
- Excellent Quality of Tailoring

## ARMORED CROTCH SHORTS, Each

**39c**

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

