



BLOCK'S DOWNSTAIRS STORE

Beverly BRAND NEW SPRING AND EASTER SUITS AND TOPCOATS

*You May Think You Have Seen
Clothing Values Before—BUT
Just Wait Until You Have Seen
This Great Display of NEW
Models, Fabrics and Patterns!*

15.95



THESE NEW BEVERLY SUITS are available in grays, greens, browns and other popular shades! Take your choice from a splendid display of single breasted or double breasted suits! Some of the trousers have pleated or plain fronts—with zipper fly!

IMPORTANT! Don't fail to see the new ideas in 3-button single breasted Hollywood ensembles (jacket and slacks)—tweeds, chevots and other fine fabrics! Wear a complete suit—or "mix 'em" as you wish.

THESE NEW BEVERLY TOPCOATS will add much to the value prestige of the famous name of Beverly! Raglans—Balmacaans—Polo Styles—Belted Backs—Conservative Models... it will be a real pleasure to make your selection from such a splendid variety!

SIZES FOR MEN OF ALL BUILDS

AVAILABLE ON OUR TEN-PAY PLAN

NEW SPRING SPORTS SLACKS 3.98 to 5.98

Entirely new ideas in Hollywood slacks! High-rise belted slacks, with pleats and zipper fly! Wide selection of fabrics—Tweeds, Herringbones, Gabardines, Baratheas, Chevots and Worsteds!

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



Three FAST-SELLING "FORTUNE" SHOES

A. Men's straight tip OXFORD in the popular SADDLE TAN!
B. Men's ANTIQUE CALE OXFORD with new Flange well!
C. Men's WOVEN RANDETTI in 2-tone tan or saddle tan and white.

\$4

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



THREE FAST-SELLING "BEVERLY" HATS

A. THE CRUSHER... light weight with narrow band... desired by most men because of its comfort!
B. PORK PIE ALPINE... a young man's hat with tapered crown and welted edge! Smart and serviceable!
C. The THREE DIMENSION HAT... styled for the man with broad shoulders. Medium brim in front, slightly greater width at sides and rolled in the back.

2.98

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



Very special successes for a very special Easter morning!

NEW EASTER FROCKS

In Bright
Easter Egg
Colors

1.98

These new prints... and sparkling plain colors will bloom like flowers under Easter coats... on the best dressed youngsters in the Easter Parade! Rayon crepes, spun rayons and Dupont rayons in dusty rose, aqua, melon, Suez, powder and other color combinations. Sizes 7 to 16 years.

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

Girls' SAMPLE STRAW HATS, 1/2 price or less

\$2 QUALITIES NOW \$1 \$4, \$5 and \$6 Qualities, now 1.98

Novelties and solids... all ORIGINAL SHOWROOM SAMPLES!

Included are millans, nanamas, solids and novelty straw SHOWROOM SAMPLES.



If You've a Minor Problem in Your Family Here Are Easter Fashions of Major Importance!

Karol Kay Coats

Some Samples of
8.98 and 10.95
Qualities

5.98

Mothers! It doesn't seem possible that so much coat smartness could be 5.98... but Karol Kay turns the trick in new novelty fabrics and dark, smart colors! Belted, boxy or Princess models... single or double-breasted... all new rich colors. Sizes 7 to 16 years.

TOTS' SPRING COAT-HAT SETS

SOME SAMPLES OF 5.98 QUALITIES INCLUDED! All smartly tailored novelty woollens, fully lined... some with detachable plume collar. Navy, rose, copen, aqua and tan... Sizes 1 to 4.

3.98

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