

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!

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, cheviots 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, Barathea, Cheviots and Worsted!

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



Three FAST-SELLING "FORTUNE" SHOES

A. Men's straight toe OXFORD in the popular SADDLE with new Flange TAN!
 B. Men's ANTIQUE CALF OXFORD BANDETTI in 2-toned tan or saddle tan and white.
 C. Men's WOVEN \$4

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

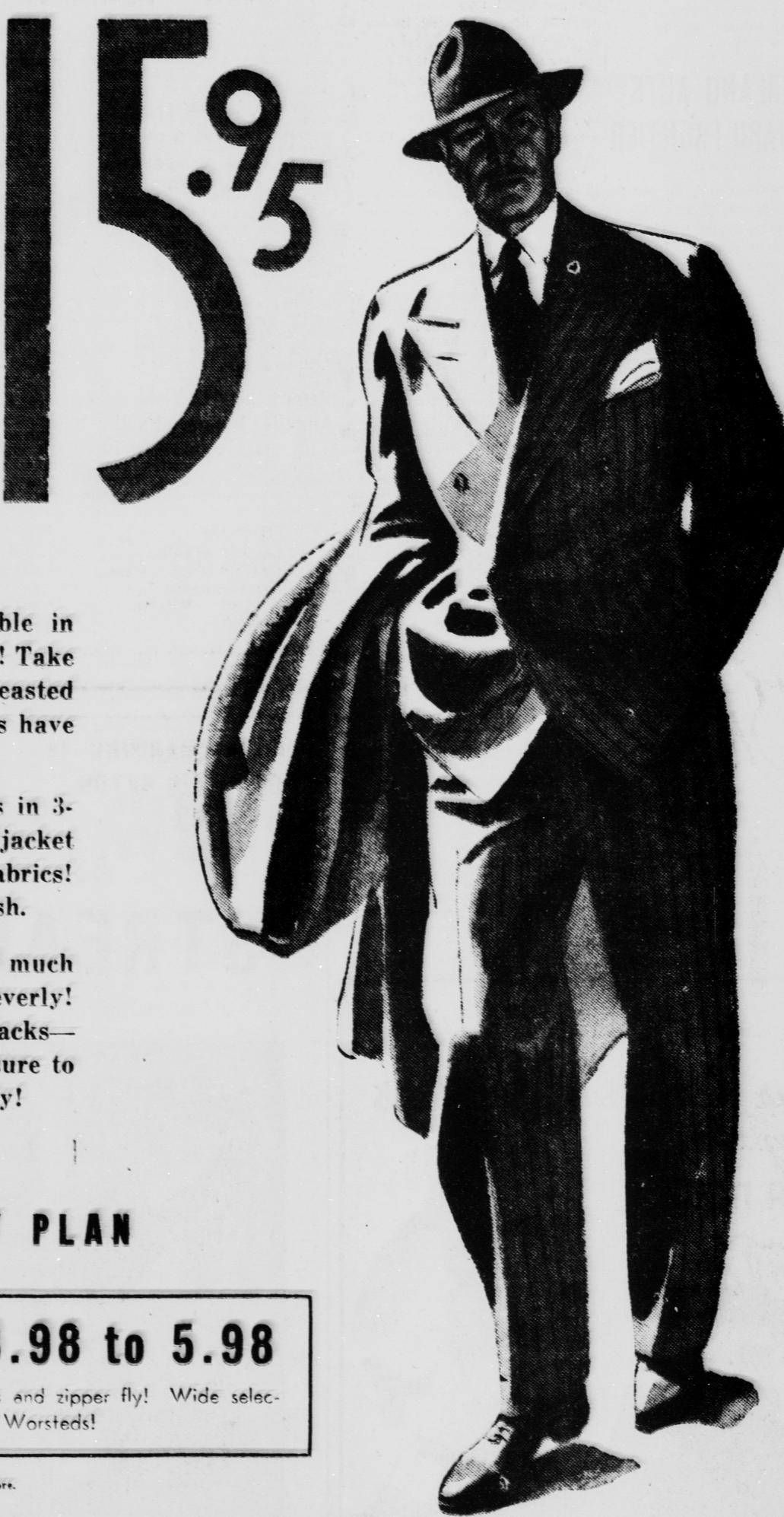


THREE FAST-SELLING "BEVERLY" HATS

A. THE CRUSHER . . . B. PORK PIE ALPINE . . . C. THE THREE DIMENSION HAT . . .
 light weight with narrow band . . . designed by most men because of its comfort! . . . a young man's hat with tapered crown and veiled edge! . . . Smart and serviceable!

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
 S2 QUALITIES NOW . . . \$1
 S4, S5 and S6 Qualities, now 1.98

Novelties and sisols . . . all ORIGINAL SHOWROOM SAMPLES!

Included are milana, panama, sisols, and straw. S4, S5 and S6 Qualities, now 1.98

ORIGINAL SHOWROOM SAMPLES.

ORIGINAL SHOWROOM SAMPLE