

BLOCK'S DOWNSTAIRS STORE



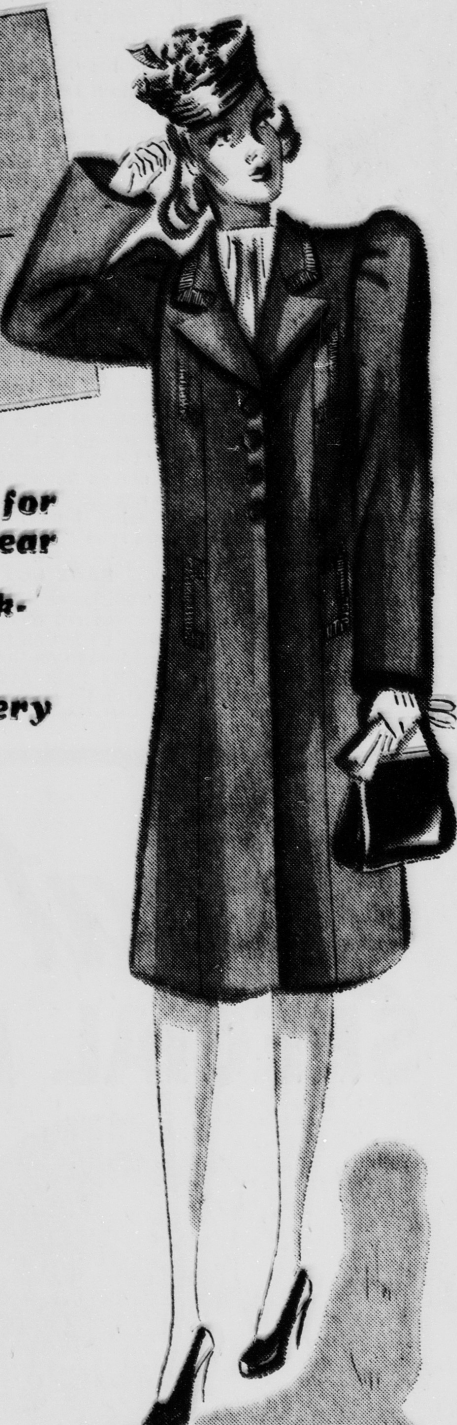
Easter Coats, Suits

- Smart Investments for Now and Into Fall Wear
- With Expensive Looking Accents
- But Priced at the Very Modest Sum of

8.95
Sizes for Women and Misses

Have you a set idea on the coat or suit you want for spring and Easter... but have you found the price tag on the "right" ones above your means? Our 8.95 group has clicked with other women... and we're willing to wager it will make good with you! The attention to detail... the fabrics... the styling are deceiving... and look more than their 8.95 price tag! Moreover, our selection is at its height... so shop early tomorrow!

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



(Above) One of Many Smart Suits to Be Found in Our 8.95 Price Group!

NOW... and always you can wear Irregular Hose with perfect confidence when you buy them in Block's Downstairs Store... "Where smarter hose can always be found"

For the Easter Parade We especially recommend the beauty of THESE

FULL-FASHIONED SILK HOSE

IRREGULARS of \$1 to 1.65 Qualities Purchased from Two NATIONALLY KNOWN MAKERS... You'll Find Their Names Stamped on the Hose!

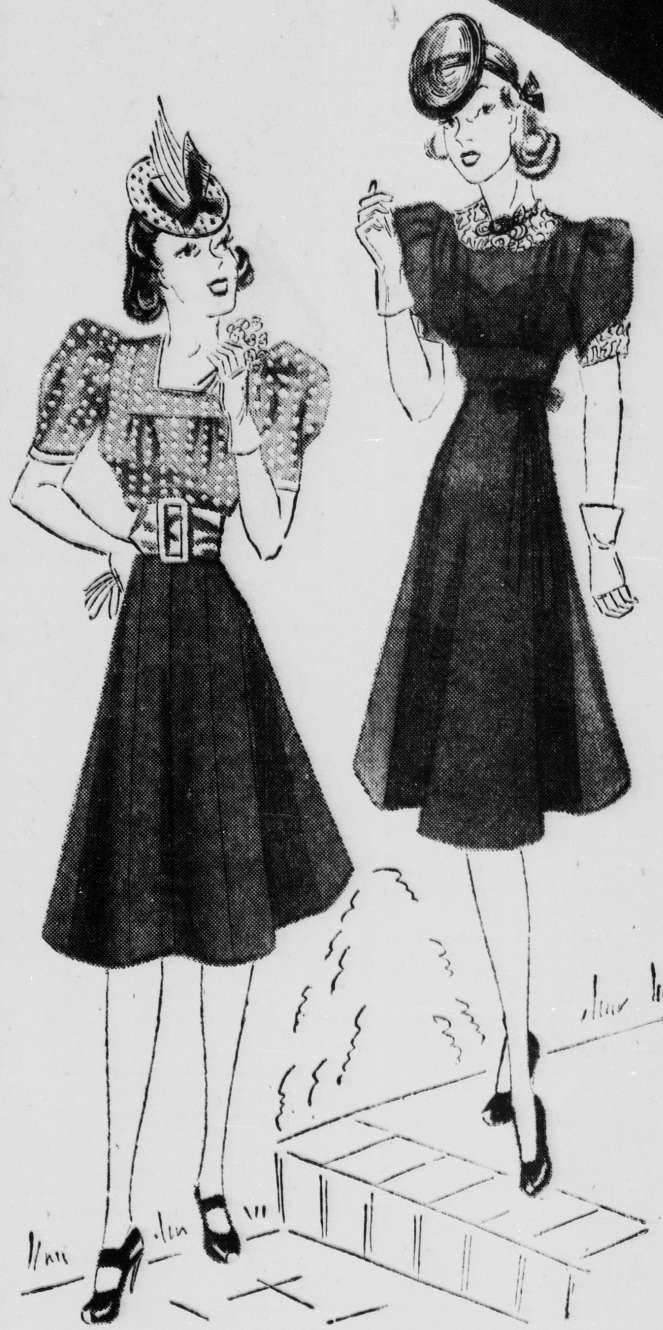
Irregulars from the Aristocrats of two Hosiery Industries

59^c Pr.

We needn't tell you that hose are fragile things... that they must be made from FRESH QUALITY SILK... by a RELIABLE MAKER! That's the reason we buy our hose from these TWO NATIONALLY KNOWN MAKERS... EACH AN ARISTOCRAT in the HOSIERY INDUSTRY! EACH RECOGNIZED FOR THE QUALITY OF HIS PRODUCT... EACH PROTECTING THAT QUALITY by the strictness of his grading. Those hose with tiny defects only visible to the trained eye of an inspector are classed as IRREGULARS... missing by the narrowest margin being classed as "firsts"... in fact, missing by so narrow a margin that their beauty is in no way affected!

- 2-THREADS for dress and evening!
- 3-THREADS for dress and afternoons!
- WANTED SPRING SHADES!
- PLAIN or STRETCH TOPS!
- SHORT, MEDIUM and LONG LENGTHS!
- WOMEN'S SIZES 8 1/2 to 10 1/2.

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



Patricia Kent

JUNIORS are sweet and becoming and wholesomely pretty...

7.98

We sketch two young things from our Patricia Kent collection... with a mission of prettiness in the Easter Parade! Right... a black chiffon romantic with a pink lace collar and cuffs and rosebuds at the throat! Left... a gypsy number with flocks of dots on the waist and a contrasting cummerbund! Many others of the new "pretty" fashions in sizes 14 to 20, 38 to 44.

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

Crown Craft Shirts

Of Sanforized-chunk, Crown Texted Celanese Rayon are Perfect with Tailored Suits

Full cut and beautifully tailored with "FIT FOR A QUEEN"... CROWN-CRAFT SHIRTS are of GUARANTEED QUALITY and GUARANTEED WASHABLE! In chartruese, cyclamen, pink, Japonica, rose, powder blue, white and black. Sizes 32 to 42.

\$1

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

PRINTS CHARMING IN DOVESKIN RAYON LINGERIE...

49c Piece

Soft, closely knit rayon undies, well reinforced! Brassieres, sizes 32 to 36; beautifully fitted panties, sizes 5 to 8; step-ins, sizes 5 to 8 and briefs. Tea rose or white.

Sizes 9 to 16 for Larger Women. 35c

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

Young Feet Get the Right Start in Block's Downstairs Store Where

Children's Shoes

Are CORRECTLY FITTED!

Our experienced salespeople are skillfully trained to fit children's shoes with accuracy... and to check these fittings with our X-RAY MACHINES which shows in an instant, whether young feet are getting the proper support, whether young toes are kept straight... whether young weight is properly distributed!



"Block's Fit-Rite" JUVENILE FOOTWEAR

2.99



The Well-Known "JUSKIDS" HEALTH SHOES

1.99



For the Young Fellow's Easter! "College Boys"

2.99



A COMPLETE SELECTION OF EASTER ANKLETS

17^c 3 Pcs. 50c

Firsts & Irregulars of 25c & 35c Qualities

- ANKLETS and HALF SOX for the toddler... plain colors and multi-colored tops! Sizes 5 to 6 1/2.
- ANKLETS and 1/2 HOSE for the school child... plain or striped with straight up or turned down cuffs. Sizes 6 to 9 1/2.
- ANKLETS FOR THE SCHOOL GIRL... a colorful assortment to be worn with or without silk hose. Ribbed or in plain fine laces. Sizes 7 1/2 to 10 1/2.

Visit Block's Complete Downstairs Boys' and Girls' SHOE DEPARTMENT for Fashion-Right Easter Footwear at Popular Prices!

There's extra value in every pair of these USUALLY HIGHER PRICED QUALITIES. Choose from white kid pumps, gleaming patents, square toe sport shoes, crepe sole and leather sole styles with open and closed toes! Sizes 1 1/2 to 3, widths AA, A, and B.

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

And when you bring the children in for JUSKIDS... ASK FOR THE SURPRISE WE HAVE FOR EACH OF THEM! "Juskids" have proved their leadership in quality and price... built of all leather to stand the roughest, toughest wear. OXFORDS! HIGH SHOES! BLACK AND BROWN ELK! PATENT! WHITE KID! SIZES 1 1/2 to 12, 12 1/2 to 3. Exclusive in the city with Block's Downstairs Store.

A sturdy shoe, but a good-looking number is "College Boy"... with genuine Goodyear welt, all-leather sole... or crepe sole, leather or rubber heels, medium or wide toes! In black, brown or natural calf. Boys' sizes 2 1/2 to 6.

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