

BLOCK'S DOWNSTAIRS STORE

WHERE THE
FASHION-WISE
ECONOMIZE

Devastatingly
New and Feminine...
and Ours Exclusively!

Patricia Kent

Border Print JERSEY*

(*Rayon, of Course)

8.98

A brilliant young fashion... man-melting
and heart tripping! A two-piecer with a part
peplum type jacket and a gored skirt... in
a startling but pretty print. Sizes 9 to 15.

OTHER SIZES 9 to 15 and 12 to 20 in rayon
crepes, spuns, rayon failles and rayon jerseys
in lilac, shrimp, blue, aqua, rose, navy, black
and prints.

SIZES 38 to 52 in spun rayons, rayon jerseys,
rayon crepes and rayon prints in black, navy,
blue, aqua or lilac.



In the Colors
You Want Most!

Classic Easter Blouses

3.50

In Rayon
Rosewood
Crepe

VIOLET CHARTREUSE! AQUA!
YELLOW! PINK! WHITE!

(Top) The classic shirt with convertible collar, short sleeves and fitted
waistline... sizes 32 to 38.
(Right) A chuck-under-your chin bow blouse with short sleeves and
button front. Sizes 32 to 38.



JUST ARRIVED!
HIRSCHAFT'S FAMOUS

Twisted Boucle COATS
19.95

Smart women know how practical Hirshcraft coats really
are! The fabric is tightly twisted for extra warmth with-
out extra weight! It won't wrinkle easily and is famous
for long wear! Too, this EXTRA TWIST makes these coats
WATER-REPELLENT! With guaranteed linings. Sizes
12 to 20, 38 to 44 in the group!

ALSO A COMPLETE SELECTION OF EASTER COATS
and SUITS... each at19.95



Lace and
Embroidery
Accented

SLIPS
FOR
EASTER

2.98

Lovely rayon satins and textured crepes rich in lace and
embroidery trims! Plenty of the frilly type you like to
have peeping from beneath sheer blouses! Adjustable
straps! White or tea rose! Women's and misses' sizes
32 to 40.



For a Dash of
Easter Spice!
HANDBAG
EXTRAS

3.00

Plus 20% Tax

Envelopes, pouch models
and slide fastener hand-
bags in rich rayon failles,
rayon brocades and Kera-
tol novelties! Choice col-
ors and styling.



Finishing Touch for
Your Easter Ensemble
FABRIC
GLOVES

1.50

Beige! Chamois! The
shades you want most
for your Easter parading.
... In smartly finished
fabrics with whipstitched
seams! Guaranteed wash-
able! Sizes 6 to 7 1/2.



In Time to Help You Cut
A Fine Easter Figure

RENGO GARMENTS

3.95

In Spring '44
Models

RENGO'S FAMOUS INNERBELT ALL-IN-ONE (sketched),
well-boned with lace or swami brassiere. Sizes 36 to 48 bust!
RENGO'S CURVE CONTROLLING ALL-IN-ONES with
average boning front and back!
RENGO'S FIGURE FLATTERING CORSETS in back lace, side
hook or front hook styles! Sizes 26 to 40 waist in the group.
OTHER RENG0 GARMENTS at.....5.95

Our Fashion-Right
Millinery Department Has Your

EASTER HAT

3.00

THE WINGED DUTCHIE
THE FRILLED SAILOR
THE COCOANUT SCOOP
THE WHITE BUMPER

... white and bright... pastels too! Off-face... or
face-shadowing! We have a complete selection of Easter
hats... ready for your choice! The price a mere 3.00!

