



Classic Precision

In Each of These
Easter Blouses

2.70

(Right) THE BLOUSE WITH THE PETER PAN COLLAR tailored of crisp linen-like spun rayon in melon, white, daffodil, gold, and eggshell. Sizes 32 to 38.

(Far Right) THE SHIRTWAIST BLOUSE with a tailored shirt-like collar and little bow tie! In pink, white or daffodil gold spun rayon. Sizes 32 to 38.

Downstairs Sports Shop



Blocks
DOWNSTAIRS
STORE

Where the
Fashion-Wise Economize

Gail Gray
JUNIOR CLASSICS

Always a Picture of Loveliness

Two sure-fire successes with the juniors that get around! Gail Grays, of course, those young-thing raves. We sketch two from an Easter collection! Sizes 9 to 15.

(Left Above) STYLE No. 581—rayon shantung in a berry print, with deep side pockets. Lime, rose or powder blue.

(Right Above) STYLE No. 580—the drawstring dress in aqua, powder blue, lime or gold print.

Fashion Dress Department

5.40

ANOTHER NEW



SUIT...
NYLON LINED

16.80

A study in color . . . two colors . . . soft subdued men's wear grey flashing with melon or kelly shoulders . . . what a contrast . . . what a deal, the young-thing would say. Tailored as only "Zim" can tailor with zipper placket and careful attention to detail! ALL-WOOL FABRIC! Sizes 12 to 18.

Downstairs Sport Shop



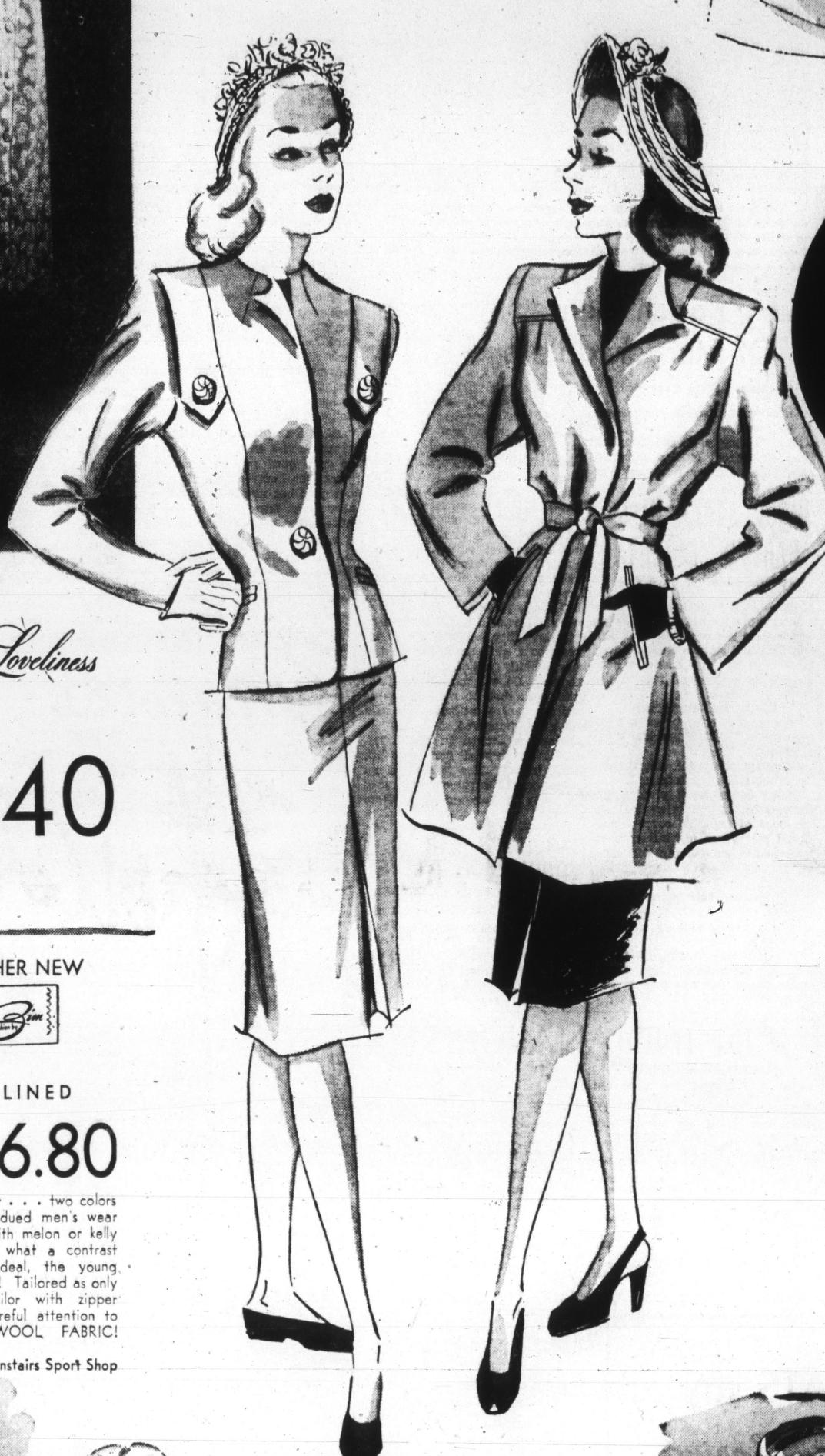
Easter Slips

Are LACY and PRETTY

3.98

- Rayon satins in lace-trimmed styles, sizes 32 to 40!
- Slips with fagoting around skirt and on the bodice, sizes 32 to 40!
- Lovely tailored slips in sizes 32 to 44!
- White and tea rose!
- All with adjustable shoulder straps!
- Make pretty Easter gifts and you'll want at least one for yourself.

Downstairs Lingerie



IMPORTANT FASHION
ACCENTS ON EVERYONE
OF OUR BUDGET-PRICED

*Easter Coats
and Suits*

at
Just

\$18
Each

THE COATS: Free-swinging box styles . . . snugged-in-at-the-waist belted styles . . . all in the popular flattering short coats! Crepes, shetlands in dark colors and pastels . . . sizes 10 to 18, 9 to 15 in the group!

THE SUITS: Classic and softly tailored dressmaker styles in black, navy, brown and pastels . . . in crepes, shetlands, checks, flannels and tweeds. Sizes 10 to 18, 9 to 15 in the group.

(Sketched Far Left) THE ALL-WOOL SHETLAND SUIT, collarless with shoulder straps to give a flange effect, sizes 10 to 18 in spring pastels!

(Sketched Left) THE ALL-WOOL SHETLAND SHORT COAT with yoke front and collarless, pastel colors, in sizes 10 to 18.

Fashion Coat and Suit Shop

Plastic Patent

HANDBAGS . . . in
JET-BLACK or
GLOWING RED!

5.00

Plus 20%
Federal Tax

Worth their weight in gold . . . they feature all the gleaming smartness of genuine patent with a greater durability because they won't crack* or crock! Big poufy styles, roomy envelopes and novelties!

Fashion Accessory Department

