

BLOCK'S DOWNSTAIRS STORE

OPEN
MONDAY
THROUGH
SATURDAY,
9:30 TO 5:00



TO HELP YOU LOOK YOUR LOVELIEST FOR EASTER
AND SPRING, WE'VE SEARCHED THE MARKET TO
UNEARTH THESE OUTSTANDING FASHION VALUES

SPRING COATS! SPRING SUITS! IN A GREAT BUDGET EVENT

1895
EACH

THE COATS

100% Wool Venetian Broadcloths
100% Wool Donegal Tweeds
100% Wool Yarn Dyes
100% Wool Coverts
Full Length and Toppers
Flared and 3-Way Styles
Sizes 9 to 15, 10 to 18, 38 to 44

THE SUITS

40% Wool, 60% Rayon Gabardines
20% Wool, 80% Rayon Worsted Glen Plaid
Dressy and Tailored
Latest Fashioning
Sizes 10 to 18

We've thoroughly searched the markets for fashion value, individually checked each coat and suit to make certain this is no ordinary sale, but OUR GREATEST BUDGET EVENT EVER... make certain you are getting more value than ever not only in fashion, but also in quality, fabric, workmanship, color and individual styling! See them, note their important fashion detailing, their flattering style, their wide selection to satisfy your individual taste, try them on — then start out for Easter, convinced of your fashion and style!

USE OUR CONVENIENT LAYAWAY PLAN — BUY FOR EASTER NOW

Fashion Coats and Suits, Downstairs

FOR SPRING, '49! OUR FASHION IN
FRACTIONS FOR SIZES 18½ TO 24½

"Frills 'n Frosting"

In Rayon Romaine
Tissue Crepe

7.95



To look your most beguiling, be aware of your fashion and charm... It's a new sensation of NAVY or BLACK soft, shadow-sheer crepe with frills of frosting embroidery etched against the dark to make you — and your dress — stand out!

Fashion
Dresses,
Downstairs



You've Seen
This Quality
at 2.98!

Pretty-as-You-
Please Slips

1.98

A Special Purchase!
Sizes from 32 to 44!
Feminine-air slips of SOFT RAYON CREPE daintily laced and embroidered... CREAMY RAYON SATINS, be-laced and be-ribboned! Slips YOU WOULD EXPECT TO SELL FOR 2.98! Soft and figure-fitting... easy washing and long-wearing and prettily feminine as a slip should be... in BLUE, PINK or WHITE! Hurry — for your share!

Lingerie, Downstairs

YOUR HEAD GOES LIGHT AND GIDDY
WITH THE WONDERFUL FASHION OF

Spring's

and, the fact
They're Priced Only

\$3

FELTS



Fashion Millinery, Downstairs

Especially Green! Spots Red! Bananas!
Daisies! Grey! Kelly!
Black! Brown! Navy!

Suit-trimming, dress-trimming, coat-trimming for spring! You'll like your look in any one of our new spring-trimming felts by DOESKIN! They're light and young-looking, they're rich in color, they're exciting flattery in new sailors, bonnets, profiles and off-face styles! And, quality hats you can count on for fashion! 22- and 23-inch headsizes.

IN COMPLETE ACCORD
WITH SPRING
AND FASHION!

Corded Bolero Suit

Smart in Grey
Rayon Worsted Cord

Look once, look twice! It's what everyone will be doing... at you in our twirling new bolero suit! Smart climber in the office, and out on a date! For its little cut-away bolero with wide lapels and little cuff sleeves wings out o'er a swirling, twirling dream of a skirt... to make a big impression! Sizes 12 to 18.

8.98

(Blouse Not Incl.)

Sport Shop, Downstairs



FIRST TIME WE'VE EVER OFFERED THESE AT THIS LOW PRICE!

Pat Allen

SEAM-FREE NYLONS... FIRST QUALITY

of Whisper-Sheer 15-DENIER Du Pont Nylon!
Exclusively Ours in Indianapolis

When appearance counts, count on Pat Allen Seam-Free! For, they're sheer delights in beautiful DuPont nylon, they're smooth and flatter-fitting, they're beautiful NEW SPRING SHADES... and, they've NO SEAMS TO TWIST OR RIDE! Just see for yourself what they can do for your costumes... Yet, they're at OUR LOWEST PRICE EVER, an almost unbelievable price for so much lasting beauty, beautiful quality. It's smart to stock up now! Choose NAIVE BEIGE or APERITIF, sizes 8½ to 10½.

Hosiery, Downstairs

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