

# BLOCK'S DOWNSTAIRS STORE

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



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

### THE COATS . . .

100% Wool Venetian Broadcloths  
100% Wool Donegal Tweeds  
70% 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

**18.95**  
EACH

### THE SUITS . . .

40% Wool, 60% Rayon Gabardines  
20% Wool, 80% Rayon Worsted Glen Plaids  
Dressy and Tailored  
Latest Fashion-ing  
Sizes 10 to 18

USE OUR CONVENIENT LAYAWAY PLAN — BUY FOR EASTER NOW

Fashion Coats and Suits, Downstairs

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!

FOR SPRING '49! OUR FASHION IN  
FRACTIONS FOR SIZES 18 1/2 TO 24 1/2

### "Frills 'n Frosting"

**7.95**

In Rayon Romaine  
Tissue Crepe



To look your most  
beguiling, be aware  
of your fashion and  
charm... it's a new  
sensation of NAVY  
or BLACK soft, shad-  
ow-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 SAT-  
INS, 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**



Fashion Millinery, Downstairs

Epine Green! Beige!  
Spode Red! Banana!  
Dacie! Grey! Holly!  
Black! Brown! Navy!

Suit-trimming, dress-trim-  
ming, 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, flattering in  
new sailor, bonnets, profiles  
and off-face styles! And,  
quality hats you can count  
on for fashion! 22- and 23-  
inch headizes.

**8.98**

(Blouse Not Incl.)

Sport Shop, Downstairs



IN COMPLETE AC-CORD  
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.

### 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 8 1/2 to 10 1/2.

**89c**

Hosiery, Downstairs