



JUST 7 MORE  
SHOPPING  
DAYS 'TIL EASTER

OPEN MONDAY THROUGH SATURDAY 9:30 TO 5:00

# BLOCK'S DOWNSTAIRS STORE

SPECIAL PURCHASE! MADE TO SELL FOR 25.00, 29.95 AND EVEN MORE!

## COATS, TOPPERS, SUITS



18.95  
EACH



A MANUFACTURER'S SACRIFICE!  
JUST IN TIME FOR EASTER BUYING!

THE COATS—full lengths in rich ALL-WOOL COVERTS, ALL-WOOL TWEEDS, AND ALL-WOOL YARN DYES! In wanted new Spring colors! In SIZES 10 to 18, 38 to 44. Many styles!

THE TOPPERS—FEATURING A LIMITED QUANTITY OF HIGHER-PRICED ALL-WOOL GABASHEENS! Also, all-wool Venetian coats, sueds, tweeds and blended gabardines. SIZES 9 to 15, 10 to 18, 38 to 44.

THE SUITS—handsomely tailored, fashion detailed RAYON-WOOL GABARDINES. In wanted colors, SIZES 10 to 18.

Fashion Coats and Suits—Downstairs

THEY SPARKLE WITH COLOR, THEY'RE  
EASY TO WEAR, THEY SET OFF  
YOUR CHARM, THEY'RE . . .

*Cotton  
Jewels*

A. JUNIOR—soft soaper in fine quality broadcloth! With a swirl and a swirl that will tell everyone it's new! Bands of eyelet trim the skirt! Grey, orchid, pink, blue, maize, aqua. Sizes 9 to 15.

B. MISS—Sanforized fine quality broadcloth with a knack for looking fresh and charm-full. With tucks dancing over-yoke and pockets in a waffle check effect. Blue, grey, maize, pink, aqua. Sizes 12 to 18.

PHONE (KA 8511) and  
MAIL ORDERS FILLED

5.95

Fashion Dresses—Downstairs



# BLOCK'S DOWNSTAIRS STORE

UNDERCOVER NEWS  
FOR EASTER! OUR SMOOTH,  
BEAUTIFUL NEW

## NYLON SATIN SLIP

WITH LACE TRIM  
FOR SO LITTLE

Hurry, we've only a limited quantity at this price! A VERY LOW PRICE FOR THIS QUALITY! REPEATED BY REQUEST—in plenty of time for Easter buying! THEY WEAR LONGER, THEY DRY QUICKER—and solve your ironing problems! Daintily feminine with lace trim and in new Easter colors: ICE BLUE, BON BON PINK, WHITE and BLACK. Sizes 32 to 40.

2.77

PHONE (KA 8511) and  
MAIL ORDERS FILLED  
Lingerie—  
Downstairs



REPEAT SENSATION! OUR  
DOUBLE-STITCHED, VAT-DYED

## Sanforized Classics

- ★ Classic Shirt Style
- ★ Peter Pan Collar Styles
- ★ Convertible Peter Pan Collar Styles

\$1

Still the miracle of a \$1 bill . . . that it will buy such fresh and colorful, such fine quality, such well-made shirts as these! Sanforized and vat-dyed to keep their fit and color, double stitched for long wear! EACH INDIVIDUALLY CELLOPHANE WRAPPED! WHITE, PINK, BLUE, MAIZE! Sizes 32 to 38.

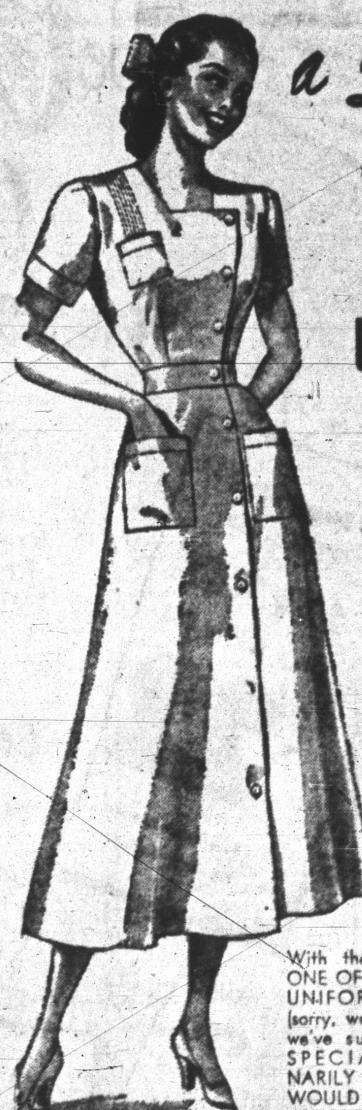
Sport Shop, Downstairs

*a Scoop!*

## \*Pre-Shrunk POPLIN UNIFORM

1.98

FOR  
WAITRESSES  
BEAUTICIANS  
DIETITIANS  
HOUSEWIVES  
LABORATORY  
TECHNICIANS



Maximum Shrinkage 3%

With the CO-OPERATION OF  
ONE OF OUR BETTER KNOWN  
UNIFORM MANUFACTURERS  
(sorry, we can't use brand name)  
we've succeeded in making a  
SPECIAL PURCHASE. ORDINARILY THESE UNIFORMS  
WOULD SELL FOR CONSIDERABLY MORE. You save plenty, so  
order plenty, Full cut—well made.  
White only. Sizes 12 to 42.

Daytime Dresses—Downstairs

A LOW, LOW PRICE ON BEAUTIFUL  
EASTER NYLONS!

*"Surleen"*  
PROPORTIONED LENGTH

FULL-FASHIONED NYLONS  
Exclusively Ours!  
Slight Irregularities  
Beautiful Service  
Sheers!

89c

From a Fine Maker! So Carefully Graded That It Will  
Take the Close Inspection of an Expert to Find the  
Imperfection!

Merry—dark or fun—to be certain of several pairs!  
Just before Easter we bring you a NEW LOW PRICE  
on popular, full-fashioned and flattering proportioned  
"SURLEENS"—right when you want them most  
to complement your new Easter and spring costumes!  
Lovely for both dress and business wear! SHORT,  
MEDIUM and TALL lengths to assure you the most  
flattering fit! Almost unbelievable at 89c pair!  
OUR LOWEST PRICE EVER FOR THIS BEAUTIFUL  
QUALITY!

### CHOOSE FROM THESE NEW SHADES!

- \* To complement your darker costumes—new MOON-LIGHT or GRAY SARK.
- \* To spice your new light pastels—breathtaking FIREFLY or EMBER.

Daytime Dresses—Downstairs

### SPECIAL PURCHASE AND SALE

## Half Price! \$1 Jewelry

Glittering New Easter Styles!

SCATTER PINS, FLORAL PIECES, RHINESTONE-TYPE JEWELRY, MOONSTONE PIECES and SIMULATED CUT STONES . . . at a price that will astound you when you see their fine quality! NOT odds and ends . . . but ALL NEW and important fashion accessories.

50c

Accessories—Downstairs Plus Tax