

OPEN MONDAY THROUGH SATURDAY 9:30 TO 5:00



JUST 7 MORE
SHOPPING
DAYS 'TIL EASTER

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 coverts, suedes, 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 scoop in fine quality broadcloth! With a swish 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 (CA. 8511) and
MAIL ORDERS FILLED

5.95

Fashion Dresses—Downstairs

UNDERCOVER NEWS
FOR EASTER! OUR SMOOTH,
BEAUTIFUL NEW

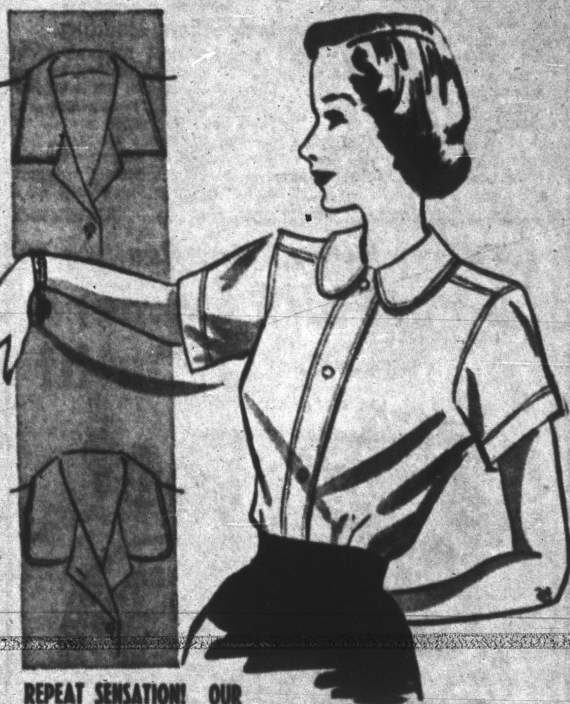
NYLON SATIN SLIP

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 (CA. 8511) and
MAIL ORDERS FILLED
Lingerie—
Downstairs



REPEAT SENSATION! OUR
DOUBLE-STITCHED, VAT-DYED

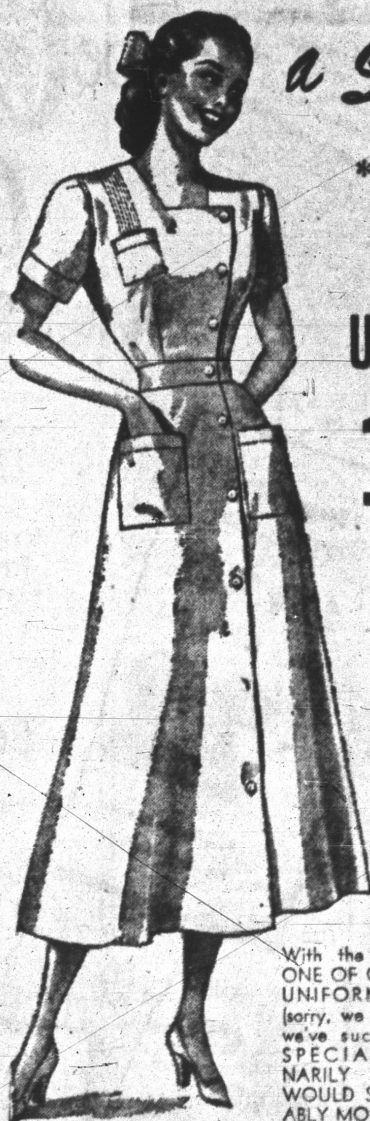
Sanforized Classics

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

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

\$1



a Scoop!

*Pre-Shrunk
POPLIN
UNIFORM
1.98

FOR
WAITRESSES
BEAUTICIANS
DIETITIANS
HOUSEWIVES
LABORATORY
TECHNICIANS

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.

*Maximum Shrinkage 3%

Daytime Dresses—Downstairs

A LOW, LOW PRICE ON BEAUTIFUL
EASTER NYLONS!

"Lurleen"

PROPORTIONED LENGTH

FULL-FASHIONED NYLONS
89c

Exclusively Ours!
Slight Irregularities
Beautiful Service
Sheers!

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

Hurry—dash or run—to be certain of several pairs! Just before Easter we bring you a NEW LOW PRICE on popular, full-fashioned and flattering proportioned "LURLEEN" right when you want them most to complement your new Easter and spring costumes! Lovely for both dress and business wear! SHORT, AVERAGE 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 BARK.
- To spice your new light pastels—breath-taking FIREFLY or EMBER.

Ready, Downstairs

SPECIAL PURCHASE AND SALE

Half Price! \$1 Jewelry

Glittering New Easter Styles!

SCATTER PINS, FLORAL PIECES, RHINE-STONE-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

