

FRIDAY, MAY 6, 1949

THE INDIANAPOLIS TIMES

PAGE 7

OPEN MONDAY THROUGH SATURDAY 9:30 TO 5:00, DAYLIGHT SAVING TIME

BLOCK'S DOWNSTAIRS STORE

LAST DAY Gifts FOR A Wonderful Mother

GIVE HER

BLOUSES

WHEN THEY ARE
LOVELY AS THESE!

2.98

"Lovely?" We're not boasting, we're merely stating facts . . . and, when you—and Mother—see them, we think you'll agree! The softest and most silk-like rayon crepes and failles in a Mother's Day bouquet of pastel colors . . . designed with a talented hand to take first place in her heart for fashion and flattery . . . for a mere 2.98!

A. Jewel neckline, embroidery motif! Blue, pink, lilac, navy, flamingo, white rayon tissue faille. Sizes 32 to 38.

B. A lace-edged Peter Pan collar highlights this rayon crepe! Nile, aqua, white, powder blue. Sizes 32 to 38.

C. Tuck-pleats in rayon crepe! Have it in mauve, powder blue or white. Sizes 32 to 38.

D. The tailored style with deep V-neckline. Rayon crepe in maize, white, magnolia, aqua or navy. Sizes 32 to 44.

Sports Shop, Downstairs

NEW COMFORT!
NEW BEAUTY!
LONGER WEAR!
JUST IN TIME
FOR MOTHER'S DAY!

MORE OF OUR
EXCLUSIVE

Triangle Top

IN CHA-MIL NYLON

IRREGULARS

1.15

A New Improved and
Patented Nylon Hose!
You'll See the First
Qualities Advertised in
Leading Fashion
Magazines!

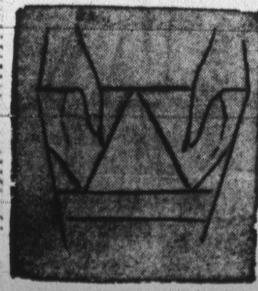
SEER DRESS WEIGHTS! SEER BUSINESS WEIGHTS!
SHORT, AVERAGE AND LONG LENGTHS!

It's revolutionary . . . the new fit that's yours with Triangle Tops! Triangles are knitted in . . . and their elasticity gives a new non-binding expanding-stretching fit that conforms to the shape of the thigh! Easing the strains that cause ruts, giving NEW-FOUND COMFORT and LONGER WEAR. What's more, the center triangle is YOUR GUIDE FOR GARTERING TO KEEP BACK SEAMS STRAIGHT. All in beautiful sheer, full-fashioned nylons—in lovely new shades! Sizes 8 1/2 to 10 1/2.

THIS IS CHA-MIL'S
EXCLUSIVE
TRIANGLE TOP!

1. It affords extra stretch.
2. It gives extra strength at garter posts!
3. It is a guide by which you can keep back seams straight!

Hosiery, Downstairs



Worth much more, but specially priced for only

1.00

plus tax

Pure inspiration! Giving Mother one (or more!) of these lustrous necklaces . . . will thrill to their beauty and the way they glamorize her costumes. It's a fashion accessory scoop that they cost so little . . . for, they look much more, they're worth much more! In 1-, 2-, 3-, 4- or 5-STRAND BIBS, a versatile 60-INCH ROPE, a LARIAT WITH TEAR DROP PENDANT!

Fashion Accessories, Downstairs

"Simulated

GIFT-
EXCITEMENT IN
**HATS
FOR
MOTHER**

THE WEDDING RING in white
straw fabric, frothed with
veiling.

2.00

THE LARGE BRIM is a smart
sisal straw, flower-decked.
White, natural, black or navy.

3.98

Fashion Millinery, Downstairs

Think how smart your mother
will look in either one of these
exciting new hats! They're be-
guing styles . . . in wanted
straw and fabric . . . designed
for Mothers with a sense of
fashion! The gleam in her eye
. . . when she sees them . . . will
say more than "thank you" for
a wonderful gift!

WHAT FASHION

8.95

BUYS FOR MOTHER
TOMORROW!

IS SHE THE TAILORED TYPE?

If she is, she can't help but love this beautifully styled new RAYON SHANTUNG . . . for it's slim and trim and definitely smart. With fly front, a zipper to the hem! With contrasting stitching highlighting collar and blouse front. AQUA, LILAC, NAVY. Sizes 12 to 20.

DOES SHE LIKE THE JACKET DRESS?

For costume smartness now and through 15 summer weeks ahead! The dress—fashion's first love, the POLKA DOT on navy or pastel grounds. Tailored, smartly casual. The jacket—WHITE RAYON BUTCHER LINEN, semi-fitted and beautiful with all your summer prints! ALSO AVAILABLE WITH PRINT DRESS. Choose AQUA, POWDER, NAVY or ROSE. Sizes 12 to 20 and 38 to 44.

Fashion Dresses, Downstairs



JUST IN TIME FOR MOTHER'S DAY! MORE OF THOSE GLEAMING

PEARL* BIBS, ROPE AND LARIATS

