

BLOCK'S DOWNSTAIRS STORE



WHERE
THE
FASHION-WISE
ECONOMIZE

LET US HELP YOU STRETCH YOUR MONEY!

LOOK SLIMMER,
SMARTER, MORE
SOPHISTICATED
THIS SPRING IN
TISSUE FAILLE*

*with Pique
and Pleats*

Pique Collar and Tabs
Are Removable to Make
Two Dresses in One!

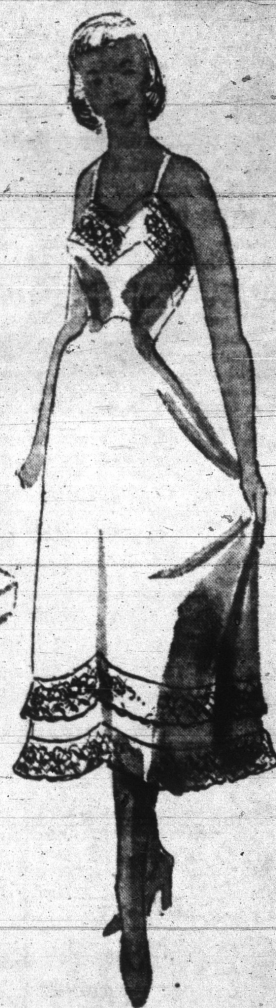
Wonderful, lightweight rayon
tissue faille stars in this new
Spring success dress . . . but,
the flash of white pique and
the swirling flounce pleats steal
the show! Your mirror will tell
you how lovely you look! Self
collar and cuffs beneath the
pleats . . . turn it into
another dress! NAVY or
BLACK . . . it's YOUR fashion
picture for Spring! Sizes 12 to
18.

8.95

Fashion Dresses, Downstairs



*Rayon



UNDER \$2 IT'S HARD-TO-
SURPASS THE LOVELINESS OF

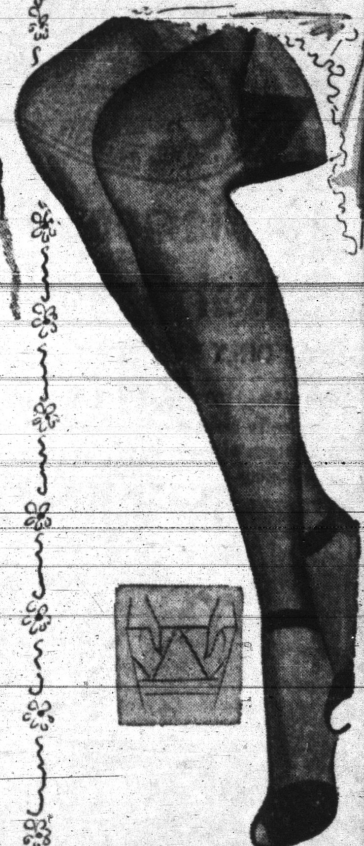
MULTIFILAMENT
CREPE* SLIPS

1.98

LACY STYLES IN SIZES 32 to 40
TAILORED STYLES IN SIZES 34 to 44

NEW FLOWER COLORS for
Spring! Petal pink, aster blue,
daisy white, Nile and orchid in
the group! Soft, fine crepe . . .
they launder beautifully, wear
so well.

Lingerie, Downstairs



OUR SHEER CHA-MIL
TRIANGLE TOP
NYLON HOSE

Slight
Irregulars
Priced Only **1.00**

Proportioned Length Nylons
With Extra Wear, Extra Stretch

. . . and "Triangle Tops" as a
GUIDE FOR SEAMS . . . and as
RE-INFORCED PROTECTION
for garter posts. Every well-
dressed woman is wearing these
lovely dress sheer-hose! NEW
SPRING SHADES! Sizes 8 1/2
to 10 1/2.

Hosiery, Downstairs

Budget-Priced Coats, Suits, Toppers

The Cream of the Leading Fashion Markets! Higher-Priced
Fabrics, Styling, Tailoring; Easter Colors! Sizes For All!

THE LONG COATS—ALL-WOOL COVERTS, ALL-WOOL TWEEDS, RAYON-WOOL
GABARDINES! Each with full cuffs, fine rayon satin lining, hand-finished buttonholes . . .
a more expensive look. Sizes 10 to 18 and 38 to 44.

THE SUITS—ALL-WOOL TWEEDS, RAYON-WOOL GABARDINES, RAYON GABAR-
DINES, RAYON SHARKSKINS, RAYON CHECKS with TWO SKIRTS! Fine rayon satin
or crepe lined! A style for every woman! Sizes 9 to 15, 10 to 18, 38 to 44.

THE TOPPERS—ALL-WOOL GABARDINES, TWEEDS, BROADCLOTHS, CHECKS, BUR-
ELLA CLOTHS, COVERTS! Boxy, gored, fitted or half-belted! Fine rayon satin linings!
Hand finished buttonholes! Sizes 10 to 18, 38 to 44.

PLENTY OF NAVY, RED, GREY, DACCIA, BEIGE!

USE OUR CONVENIENT LAYAWAY FOR EASTER

Fashion Coats and Suits, Downstairs

AND ONLY

18.95

Each

SPRING MEANS IT'S TIME TO BUY

Sturdy Blue Jeans

WITH ZIP
PLACKET...

2.29

Sanforized-Deep Blue 8-oz. Denims

With Copper Rivets, Double Orange Stitching

Full cut for comfort and style! SANFORIZED to keep their fit!
Tailored with handy ZIPPER SIDE PLACKET . . . and a giant hip
pocket. And, tough and sturdy as blue jeans can be. Perfect
for work or play. Yoke back for smooth fit. Real "buys" at this
low price. Sizes 12 to 20.

Sports Shop, Downstairs



SUCH DREAMY
SHOES FOR
UNDER \$5

Cathy

CITY
SLICKER
CASUALS

4.95

BUNNY—Duck-bill suede wedgies, soft
as the inside of a cream puff . . .
smooth as a city slicker . . . and fun
to wear with all your casual wardrobe.
BLACK or CAMEL, sizes 4 to 9.

RUGBY—Crepe soled leather oxfords
to give you that walking-on-the-clouds
feeling. Soft, mellow leather in BROWN
only. Styled neat and trim as a Rugby
scholar. Two-eyelot style. Sizes 4 to 9.

Young Shoes, Downstairs



Sailors, Bonnets . . . A-head for Spring

IN THE SOFT, NEW KANASTRA STRAW BRAID! BLACK, NAVY,
GREY, WHITE, NATURAL, RED, KELLY, COFFEE, PINK!

As always, sailors and bonnets are the leaders for Spring . . . and, this year's crop is the most ex-
citing, most eye-taking we've seen in many a season. Quilled, flowered, veiled . . . in the newest
models . . . in a soft, new straw braid . . . to mark you as a woman who knows her fashion. "Top
secret" is the price tag.

3.98

Fashion Millinery, Downstairs

SATURDAY!
LAST DAY TO
CONSULT
MISS JACOBSON
TRU-HEALTH
REPRESENTATIVE, IN OUR
CORSET DEPT.

Bring Miss Jacobson your
posture problems. She will
help you choose the correct
posture belt, shoulder brace
or health belt . . . bringing
new health, new comfort to
men, women and children.