

BLOCK'S BASEMENT STORE



Piranga with collar and front band of red fox.



Tanager with skunk forming collar, cuffs and fare trim.



Tanager with Suslik forming cuffs and Tuxedo collar.



Brown Bolivia with collar and cuffs of brown fox.



Jay Blue with Jay mink in a band down the front.



Tanager with Mendoza beaver in large pockets and bannings.



Black Prince with Mendoza beaver forming a Tuxedo shawl collar.



Tanager with Manchurian wolf down the front.

These Pictures Tell the Story of Our Greatest Basement

After Christmas Coat Sale

For Women and Misses Also Extra Sizes

A supreme selling of 600 coats! Values at \$26 that surpass even your greatest expectations!

Every style, every material, every fur in these wonderful coats testify they were intended to sell at far higher prices!

30 extra salespeople to give you prompt service. We advise you to come early! Only 600 garments available!

The coats sketched above represent eight styles chosen at random. Hundreds of other remarkable garments for your selection.

\$26

\$40, \$50, \$60 Qualities

You have only to glance at the list of these remarkable furs and materials to understand why we can say, "This is OUR GREATEST BASEMENT COAT SALE OF THE SEASON!"

Not just touches of fur, but generous trimmings of

Caracul Fox Mink Wolf
Mendoza Beaver (Dyed Coney)
Suslik (Sand Weasel) Skunk
Cocoa-Dyed Squirrel
Natural Squirrel

All the wanted colors in these materials:

Fawnsuede Duvbloom
Montebello Veloria Bolivia
Hudson Seal Plush Venice
Broadcloth and Many Others

Every coat is beautifully lined in crepe de chine, peau de cygne, silk and wool jacquard crepes and silk and wool failles.

Clearance Sale of TOYS

Drastic reductions on the "left-overs" in the toy department. Buy for the children the toys that Santa forgot to bring.



Mechanical Trains

\$2.79

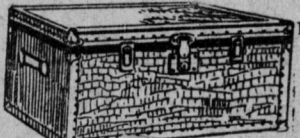
\$4.00 quality

"American Flyer," consisting of locomotive, baggage and passenger cars, four-toen-piece curved track and figure "8" cross-over. Track is 100 inches long.



Tool Chests

Practical tools in a nicely finished box. \$2.95 quality. \$1.95 \$2.25 quality. \$1.29 \$1.00 quality. .89c



Toy Trains

Strongly constructed, complete with lock and key. Square shape. \$3.00 quality. \$2.49 \$2.95 quality. \$1.95 \$2.25 quality. \$1.49



Doll Pianos

1/3 Off Regular Prices
Reed Doll Sulkies \$1.75 Quality \$1.29

Very durable. With rubber tires.

Boys' Steering Sleds
Steel runners. \$1.50 quality. \$1.18

Children's Scooters

\$2.25 Quality \$1.59
Strongly made, fitted with rubber tires and disc wheels.
Other scooters reduced proportionately.

Odds and Ends of Toys 10c

A collection of Christmas toys that were marked 75c, 50c and 25c.



Dolls' Swing Chair 79c

Strong and durable. White enamel finish.

All Books and Games 1/2

Off Regular Prices

A variety of books and games for all age children.

Kitchen Cabinets \$3.95 Quality \$2.49

As pictured. These white enameled cabinets are well stocked with various household goods—just like mothers—and there is a bread board.

Wheel Goods and Toy Furniture 1/3 Off Regular Prices



Toy Telephones

With Bells That Ring \$1.00 quality 59c



Dolls \$1.50 and \$1.75 qualities 98c

With heads hard to break. Neatly dressed.

Musical Top, 29c



Odds and Ends 19c

\$1.00, 75c and 50c qualities. A selection of toys, games, books, including some slightly soiled and damaged articles.



Teddy Bears \$1.25 quality. \$1.00 quality. 85c quality. 59c

Toy Sewing Machine \$3.98

Equipped with table clamp and screw; does real work.

Coats for Girls and Juniors

\$10
Ages 7 to 14 and 13 to 19
\$15 and \$16.75 Qualities

Coat values that thrifty mothers will find surprising. Coats that represent substantial savings. Many styles, many materials, many trimmings.

One Hundred COATS For Tots Aged 2 to 6 \$5 1/2 Price
Warmly lined and interlined. Trimmed with fur collars.



Philippine Gowns \$2, \$3 and \$3.50 Qualities

\$1.59

Hand-made gowns far more elaborate than those usually sold at this price. Special for Saturday only.

