

BLOCK'S BASEMENT STORE

January Sale of Coats

For Women and Misses



Now is the time to buy if you desire a high-grade coat at rock bottom prices. Then, too, weeks of cold weather ahead emphasize the importance of this sale. And to possess a smart coat to start in with next winter is a decided advantage!

Offered Saturday in Four Great Price Groups!

GROUP NO. 1
\$49 and \$50 Qualities
\$26

GROUP NO. 2
\$30 and \$35 Qualities
\$18

GROUP NO. 3
\$16.75, \$19.75, \$25 Qualities
\$12

GROUP NO. 4
\$15 and \$16.75 Qualities
\$9

Expertly made, perfectly fitting coats, well lined throughout with silk, satin or novelty materials. They are warmly, lavishly trimmed with mendoza (sheared and dyed coney), beaverette (dyed rabbit), fitch dyed and raccoon dyed mandel. A wide choice of styles and colors makes this assortment a joy to any woman and the great savings offered are very hard to duplicate anywhere else.

Styles and Sizes for Misses, Matrons and Girls



The Materials

Lusterette Suede Cloth
Bolivia Princette
Crushed Plush and Novelty Materials

The Colors

Lipstick
Gacklehead
Black
Navy
Cacklehead
Deer
Black
Brown
Rust
and Others

Tailored Suits
\$35 Quality
\$19

Good-looking, nicely tailored-suits of Poiret twill. The jackets are lined with heavy crepe de chine.



Coats for Juniors

AGES 13 to 19

Youthful, Becoming Styles That Will Please Both Mother and Daughter

Desirable, well-made garments that meet the important requirements that a coat should be warm, good looking, tastefully designed, serviceable, reasonably priced, of heavy materials, nicely lined.

\$15, \$16.75, \$19.75 and \$25 Qualities

\$9.75

Substantial Savings in Our January Sale of DRESSES

For Women and Misses

\$16.75 and \$19.75 Qualities

\$10

Including one-piece, two-piece, flared, straight-line and basque models. Of georgette, flat crepe, satin, satin-back Canton, etc. Cleverly designed, cleverly trimmed models that are sure to please discriminating women.



New Spring Dresses

For Girls 2 to 6 and 7 to 14

A charming bouquet of colors. These dainty crepe de chine frocks will delight mothers with their very evident merit.

\$5

Styles for Many Different Occasions in This Group

HAND-MADE Philippine Gowns and Chemise

For Women and Misses

\$1.39

Daintily Embroidered, Slightly Counter Tossed

Porto Rican GOWNS
For Women and Misses

Pretty, hand-made garments, attractively embroidered

98c

COATS

For Little Folks
AGES 2 to 6

\$5.00 and \$6.00 Qualities
\$2.95

\$7.50, \$10 and \$12.75 Qualities
\$5.95

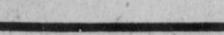


Practical, nicely made, warmly lined coats. Very greatly reduced!

500 Smart New FELTHATS

An Offering of Unusually High Grade Hats for Women and Misses at the Unusually Low Price of

\$1.95



Advance showings of spring styles feature the gay felt hat in many shapes and with various sorts of trimming. It is wise, then, to buy a felt hat now, for it can be worn for spring and there are summer occasions that demand the felt hat, too! And it is intensely practical—bad weather does not spoil its jauntiness—it is easily cleaned—it is universally becoming! There are colors to harmonize with or contrast to any type of street or sports costume.

COLORS

Red	Copen	Pheasant
Orange	Rust	Henna
Orchid	Sand	Love Bird
Green	Pheasant	Rose

Extra Special! for Saturday MEN'S SHIRTS

\$1.35, \$1.50, \$1.65 and \$1.95 Qualities

\$1.00

NECKBAND, COLLAR-ATTACHED STYLES



Of percale, Nassau cloth, broadcloth, soisette, etc. Incomplete assortments.

Men's Heavy SWEATERS

\$3.50, \$3.95 and \$4.95 Qualities

3.48

SIZES 36 TO 44



Part wool sweaters. Button front two-pocket, shawl collar style. Maroon, navy, brown, cardinal, etc.

Men's Fancy Wool Vests

\$2.50 and \$3.19 Qualities

1.98

SIZES 34 to 42

Heather mixtures in various colors and fancy patterns. Incomplete assortments.

Men's Heavy Union Suits

\$1.69 and \$1.98 Qualities

\$1.48

SIZES 36 to 52

"High Rock" and other brands. Fleece lined. Also part wool suits. All are full cut and well made.

Men's Overalls and Jackets

\$1.75 Quality

1.49

SIZES — OVERALLS, 32 TO 42; JACKETS, 36 TO 44.

Of heavy white-back blue denim; full cut, reinforced at points of strain. High back or suspender styles.

89c

Men's Outing Flannel NIGHTSHIRTS

SIZES 16, 17, 18, 19, full cut and neatly made.

Women's Pure Thread Silk Hose

59c

SIZES 8 1/2 to 10

Lisle tops, toes and heels. Black, gunmetal, pearl, French round, cinnamon, champagne, beige, bunny, etc. First quality and irregulars.

Black, gunmetal, pearl, French round, cinnamon, champagne, beige, bunny, etc. First quality and irregulars.