

Block's Scooped the Market With This Sensational SALE! FURRED COATS



*Every Coat Looks
As If It Had
Cost Much More!*

Only Block's immense buying power could have gathered so many thrilling values . . . and we can't promise to repeat a sale so sensational in the quality and quantity of fur trims, the brilliant styling, the excellence of fabrics.

\$28

*Every Coat Is
A Smart, New
1933 Model!*

Notice the sleeves, with fullness dropping toward the elbow in the newest of coat lines! Notice the perfection of fit, the piling of fur high 'round the neck, the face-framing collars, flattering and so luxurious!



Every Coat is Lavishly Trimmed With Gorgeous Furs!

Let's get this straight! Don't confuse these with ordinary \$28 coats. They're really marvelous. The fabrics are so fine . . . the linings respond to your touch with quality . . . and the furs! Quantities of soft, thick, shining lapin piled gorgeously about your face and even spilling over onto sleeves! Chinese badgers, fluffy, creamy, long-haired, in a fine horseshoe sweep! You will pay much more for coats of this outstanding quality as the season advances . . . for, remember, only Block's foresight in placing immense early orders secured this remarkable group for you. Get here early . . . don't let anything stop you . . . this is your big chance!

Imagine . . . These Furs:

Chinese badger, long wearing Wolf, handsome and hardy. Skunk, Paris' pet; Marmink, colored like mink; Lapin, soft and lovely; French Beaver, thick and silky, and a few sports coats, unfurred.

Approved New Colors:

Black, always a fashion leader. Brown, in the new dark shades, green, dark, rich, flattering tweedy mixtures in new weaves.

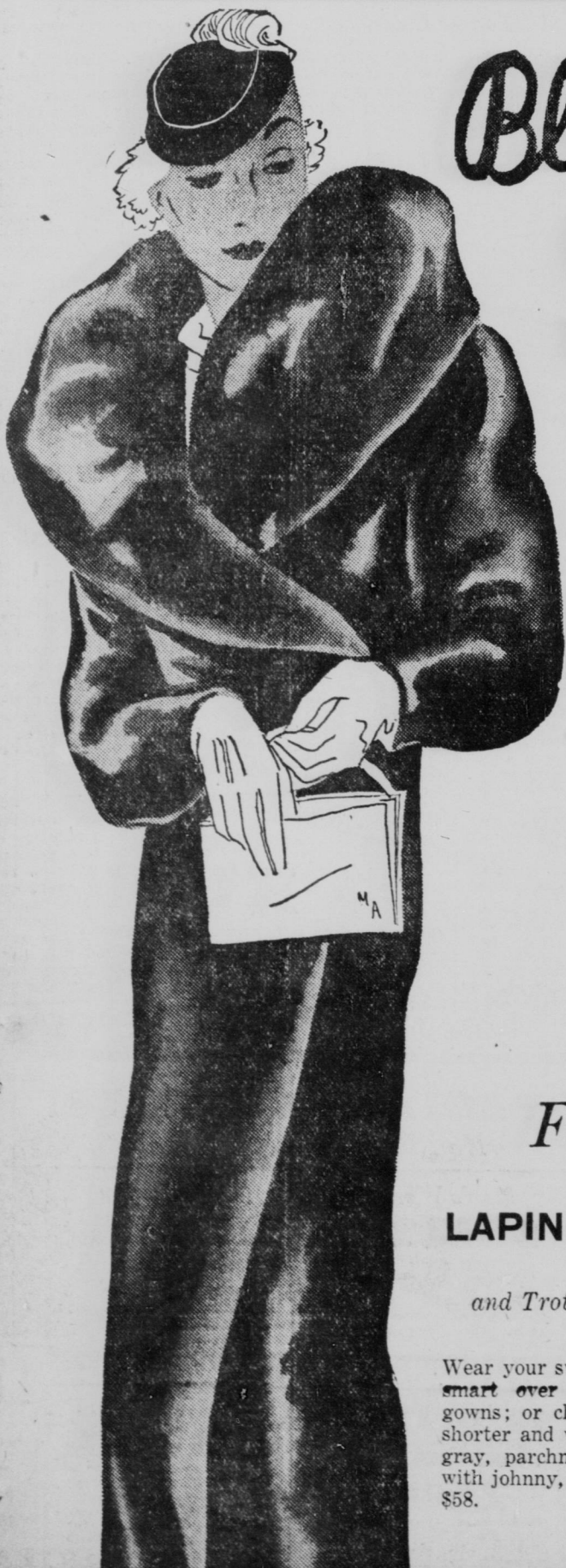
Sizes:

Misses' sports or dress coats; women's sports or dress coats; shorter women's sports or dress coats.

Newest Fashion Details:

All-purpose coats
In pebbly crepe weaves
Sports coats,
in rough, tweedy, hairy weaves
Dropped shoulders, new and smart
Tricky tucking, new on sleeves

BLOCK'S—Second Floor



Block's Sets a New Record for Values! SALE OF FUR COATS

*Here Are Proofs
Setting a New
Value Record*

Labor costs are mounting in dizzy leaps; the price of fur pelts has almost doubled; but Block's bought early, so that you might own a truly fine fur coat for the price of a cloth coat. We can't even tell you how fine these values are; but you will see and be simply astounded!

\$58

*Only Block's Fore-
sight Could Secure
Such Quality...Prices*

Notice the thick, even fineness of the furs; notice the rich color of the pelts; notice the dashing smartness of every line in every coat; notice the ultra-modern linings . . . the wide variety of collars, lengths, styles. Block's unerring fashion sense got them for you!

Four Outstanding Groups . . . Every One Supreme in Its Type!

LAPIN SWAGGERS

and Trotteurs

\$58

Wear your swagger night and day; it's smart over wool frocks or evening gowns; or choose a youthful trotteur, shorter and very jaunty. In black, eel gray, parchment, blue fox or nutria, with johnny, notch, ascot or fan collars, \$58.

LASKIN LAMB

Swagger Coats

\$58

Warm as a Russian "shuba," and so substantial in its soft thick beauty, that you will be living in it for many winters to come; the rich dark brown makes your skin look divine. Notice the raglan sleeves, terribly smart, $\frac{3}{4}$ or $\frac{7}{8}$ lengths, with johnny, fan or ascot collars.

DARK MUSKRAT

Full Length Coats

\$58

Full length for football games, and just as thrillingly smart for dates in town. And you know it's almost impossible to wear out a muskrat coat. You'll like the large graceful collars, that snug-gle your chin, and enjoy the swank of their handsome lines. Sizes 16 to 42.

NORTHERN SEAL*

Full Length Coats

\$58

These are the coats that look so remarkably like Paris' favorite, Alaska Seal. Their midnight blackness, their luscious shawl collars frame your face like a cameo. And you're always well dressed in Northern Seal.* Sizes 16 to 44.

*Dyed Coney

BLOCK'S—Second Floor