

Our Value-Giving
Sale of Yard Goods
Is Now in Progress!

25c to \$1 Pictorial Patterns

Current styles for women's dresses, coats, lingerie and children's wear! Each 6 for 25c

BLOCK'S—Downstairs Store

BLOCK'S DOWNSTAIRS STORE ++



January Sales Blossom Out With a New
Shipment of Sparkling Winter-
Into-Spring Fashions in

Dresses

Prints and Giddy Colors as Gay as This January Sale Price Is Low!

- ★ Giddy Multi-color Prints
- ★ Pretty Pastel Crepes
- ★ Black w/ White Trims
- ★ Gorgeous Geometric Prints

Burst forth into this early spring season in frocks as gay as flowers! We have them in a collection that combines style, quality and modest price all-in-one! You'll wear them under coats now... later you'll don the coat and spring out in all the glory of their lovely colors! Sizes for the short stout, tall stout, miss, junior and matron!

2 for
\$13.
One for
\$6.95
One for
\$6.95

- ★ Aqua! Beige! Dove Grays!
- ★ Dark Blues! Navy Blues!
- ★ Black! Pastels! Prints!
- ★ Styles From Formals to Business Types!

Plenty of black boasting frithers of white lacy trims... pretty pastels that make you prettier... practical navy... and loads of prints just released from the mills! No matter where you plan to go, what you plan to do, we have the frock for the occasion in this January Sale group! Scurry to Block's Downstairs for the cream of the crop!

BLOCK'S—Downstairs Store

*Coney

BLOCK'S—Downstairs Store

FUR COATS

Sleek Sealenes* Have Sought a January Sale Price!

Sizes
14 to 20
36 to 44

\$38

Come in
Black Only

These pelts of shining sealene* are specially treated so that they won't rip or tear easily! This feature, combined with lovely linings that are extra strong gives you a coat that will wear doubly long at this January Sale price! Every one is rich-looking and made by one of the most famous manufacturers of rip-resist furs!

*Coney

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Another Page of Sensational Values
That Are Yours for the Getting Tomorrow!

January Sales

We Offer You the Chance to Cut Hosiery Bills in Half!

"Snag-Proofed"

Silk Hosiery

Irregulars of \$1.25 Quality, now January Sale Priced!

59c
Pr.

These hose wear and wear because they're knit to resist snags and prevent runs! They actually cut your hosiery bills in half for laboratory tests have proved they wear much longer than any ordinary stocking! Besides, they're sheer, and fit perfectly! New shades! Sizes 8 1/2 to 10 1/2.

BLOCK'S—Downstairs Store



January Clearance

Offers Smashing Reductions on
Many of Our Better

WINTER COATS

Including 100 Usual \$16.50 Qualities for Only

January
Sale
Price

\$9.95

Women's
and
Misses'
Sizes

We had the season's most outstanding successes copied in these coats we now offer at such low sale prices! All have large full fur collars... all have excellent quality linings... and some have those very warm Lambswool interlinings! Also included besides bark cloths, diagonals and woolen crepes are some coats of Pursha Lamb, the fabric that resembles fur! They're marvelous values, so don't miss this sale! Quantities are limited!

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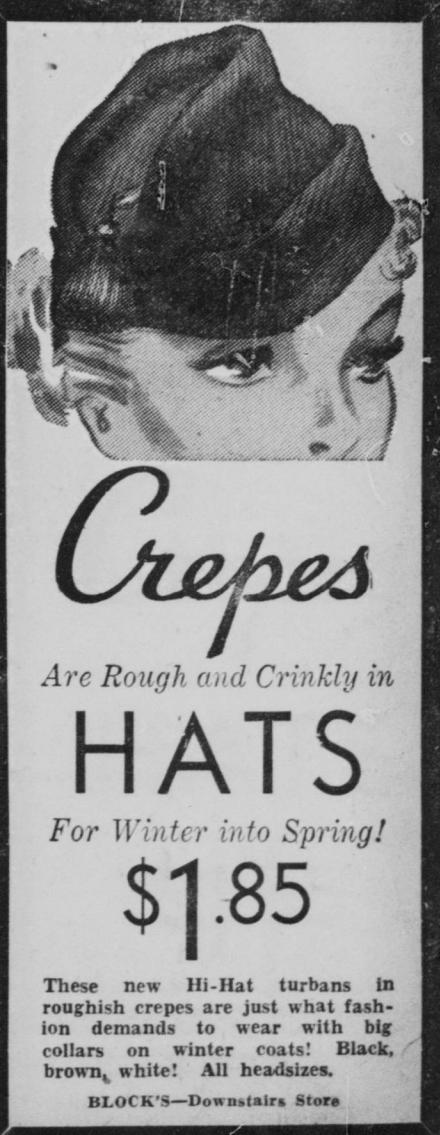
Many
Extremely
Desirable
Styles

Sale of Women's Style Footwear

At a Price Lowered to a January Sale Level!

Pumps, straps, T-straps, built-up pumps, ties and oxford ties boast leathers that will wear and quality workmanship styling every pair smartly! High heels! Continental heels! Cuban heels! Kid leather! Calf leathers! Black and brown! Women's and misses' sizes 3 to 8, widths AA to C, but quantities and sizes are limited, so hurry!

\$1.98



Crepes HATS

Are Rough and Crinkly in

\$1.85

These new Hi-Hat turbans in roughish crepes are just what fashion demands to wear with big collars on winter coats! Black, brown, white! All headsizes.

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