

Always a Pleasant, Convenient Shopping Center for the Entire Family!

# BLOCK'S

**DAILY STORE HOURS**  
9:30 A.M. to 5:30 P.M.  
**INCLUDING**  
**SATURDAYS**

# DOWNSTAIRS STORE

**NEW!**

*Rushed in for Your Approval of Their Smartness and Value!*

## Winter COATS

**\$15**

Sports and Fur-Trimmed Dress Styles

Checked Tweeds Novelty Fleeces  
Radio Tweeds Decepted Fleeces  
Twisted Tweeds Plaid Backs

The rough nubby surfaces of these sports coats are stamped with Fashion's O. K.! The full luxurious collars of the dress coats are fashioned of your favorite furs... French beaver, black and gray dog, pointed dog and Indian raccoon. We recommend for a sylph like figure, the belted smartness of these models... or for contrast, the loose swinging backs of sports swaggers! Women's and misses sizes 14 to 20, 38 to 44. ASK ABOUT OUR LAYAWAY PLAN... A DEPOSIT HOLDS A COAT!

\*Coney \*\*Mandel

ESCALATORS to the Wide Aisles of Block's Air-Cooled Downstairs Store.



**NEW!**

*The New Fabrics Collect Interest on Every Side!*

## FALL DRESSES

**\$3.98**

We've a Marvelous Assortment at Just

Kind Lady Crepes Novelty Crepes  
Embossed Crepes Jacquard Crepes  
Matelasse Crepes Oatmeal Crepes  
Challie Prints Paisley Prints  
Subdued Fall Prints

Everybody's talking about the new fabric outlook in these fall dresses! Nothing's hidden! Everything's on the surface! Rough... crinkle... spongy... embossed... striped... or what you please... run your fingers over the new fabrics in these frocks! They're absolutely devastating in smartness and so becoming! Jacket styles! Tunic styles! Swing styles! Business, campus, shopping and afternoon frocks! All the new colors! Women's and misses' sizes 14 to 20, 38 to 44, 46 to 52.

ESCALATORS to the Wide Aisles of Block's Air-Cooled Downstairs Store.



All Hands on Deck Tomorrow For a Special Purchase of Fall

## GLOVES

**69c**

New Bengelines!  
Double Woven Fabrics!  
Black! Browns!  
Araby Greens!  
Orblood!

Strap wristlets! Frilly cuffs! Button backs! Plain pull-overs! Stitched pull-ons! And a half dozen other styles just as smart with fall costumes! Shop for your fall gloves in Block's DOWNSTAIRS GLOVE Department... You'll find the newest styles always... and always at a popular price!

ESCALATORS to Block's Air-Cooled Downstairs Store.

While This Shipment Lasts, We Can Offer You

## Glacial Seal Coats

(Coney)

At Just—  
**\$59**

- We Selected Styles From the Most Important Fashions!
- We Selected Linings Guaranteed for 2 Years!
- We Selected Only Quality Glacial Seal® Pelts

We have a limited stock at this price, but every coat is outstanding in beauty and quality of pelt, in the excellence of the lining and in the smartness of styling! ASK ABOUT OUR LAYAWAY PLAN! A DEPOSIT HOLDS YOUR COAT!

**MONEY REFUND GUARANTEE:**

We gladly refund your money if within 5 days of purchase you can buy a fur coat of the same quality at a lower price anywhere in the city.

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We've All the New Versions of  
**Deeptone Suedes**  
**\$2.98**

Black Suedes Green Suedes  
Brown Suedes Tan Suedes  
Combinations

Buy your fall shoes in BLOCK'S COMPLETE DOWNSTAIRS SHOE DEPARTMENT! You'll always find the newest fashions... at PRICES THAT ARE LESS... NOT MORE... and you'll always find COMPLETE SIZE AND STYLE RANGES! These suedes resist scuffing, yet they're as soft and flattering as velvet! For women and misses!

ESCALATORS to Block's Air-Cooled Downstairs Store.



It Takes an Expert to Detect the Imperfections, But Not an Expert to Admire Their Beauty!

## Crepe Knit SILK HOSE

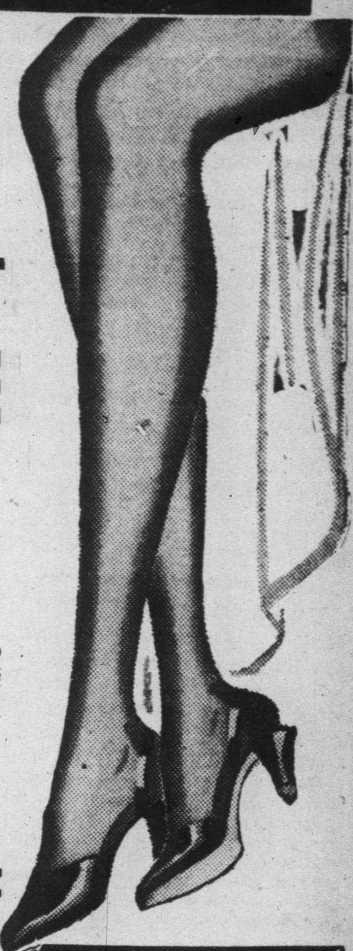
Substandards of Higher-Priced Qualities **63c** 2 Pcs. \$1.25

These are superior 3-thread hose, so closely knit and so sheer that they look as if they would cost many times this price! We marked them 63c for a limited time only! Hurry! We've all the new fall shades in sizes for women and misses!

## CHILDREN'S HOSE

First qualities. Buster Brown full lengths, and 3/4 lengths! Brand new styles for school! **19c**

ESCALATORS to the Wide Aisles of Block's Air-Cooled Downstairs Store.



Tomorrow at 9:30 A GRAND SURPRISE

Presenting a New

## Value in More Expensive Looking SUEDE VELOURS

With Tricks in Their Crowns and Feathers Flying High!

**\$2.95**

Sleek smart velours in glossy black and colors... with clever stitchings and twists to their brims! With new and unusual cuts to the crowns! Bright feather trims... and several little numbers with the most bewitching veils imaginable!



... Or Join the Young Things Rushing Down to Our Millinery Department for

## Dressy Young Turbans

**\$1.95**



The turban has definitely taken a spot of importance in the fall hat picture! We've brand new variations... with and without veils... in felts, in cires, in velvets and antelope suedes.

ESCALATORS to the Wide Aisles of Block's Air-Cooled Downstairs Store.