

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 Fleece
Radio Tweeds Deep-toned Fleece
Twisted Tweeds Plaid Backs

The rough nubby surfaces of these sports coats are stamped with Fashion's O. K.! The full luxurious colors 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 swimmers! 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 . . . your fingers over the new fabrics in these frocks! They're absolutely devastating in smartness and so becoming! Jacket styles! Tunie 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 Bengalines!
Double Woven Fabrics!
Black! Brown!
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 De-
partment . . . 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
(Coney)**
Coats

At Just—

\$59

- We Selected Styles From the
Most Important Fashions!
- We Selected Linings Guar-
anteed for 2 Years!
- We Selected Only Quality
Glacial Seal* Pelts

We have a limited stock at this
price, but every coat is out-
standing in beauty and qual-
ity of pelt, in the excellence of
the lining and in the smartness
of styling! **ASK ABOUT OUR
LAYAWAY PLAN! A DE-
POSIT 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.

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



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 COM-
PLETE DOWNSTAIRS SHOE DEPART-
MENT! 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



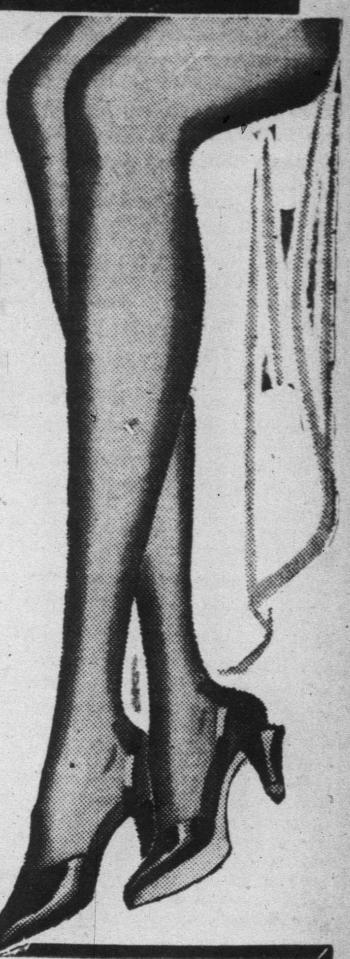
It Takes an Expert to Detect the
Imperfections, But Not an Expert to
Admire Their Beauty!

**Crepe Knit
SILK HOSE**

Substandards
of Higher-
Priced
Qualities
63c 2 Pairs.
\$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 $\frac{3}{4}$ lengths! Brand new styles for school!
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 col-
ors . . . with clever stitching and twists to
their brims! With new and unusual cuts to
the crowns! Bright feather trims . . . and
several little numbers with the most be-
witching 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 vel-
vets and antelope suedes.

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