

Daring

BLOCK'S DOWNSTAIRS STORE

Sale

Block's Beautiful Downstairs Store Is the Modern Shopping Center of Fashion and Budget-Minded Men and Women!

DARING SALE SPECIAL!

So Sheer to the Eye . . . Yet So Strong!

CREPE KNIT SILK HOSE

Full-Fashioned Irregulars of Clear Lovely Chiffons

50c Pr.

You'll find BEAUTY and SERVICE combined in these lovely hose! The secret lies in the twist of the thread . . . the same twist that makes them seem sheerer actually makes them resist snagging and thus wear longer! While we had 5,000 pairs at the start of this sale, we recommend that you not lose any time in saving on this DARING SALE VALUE! Double pivot run stop! Reinforced feet! New Fall colors. Sizes 8 1/2 to 10 1/2!

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store



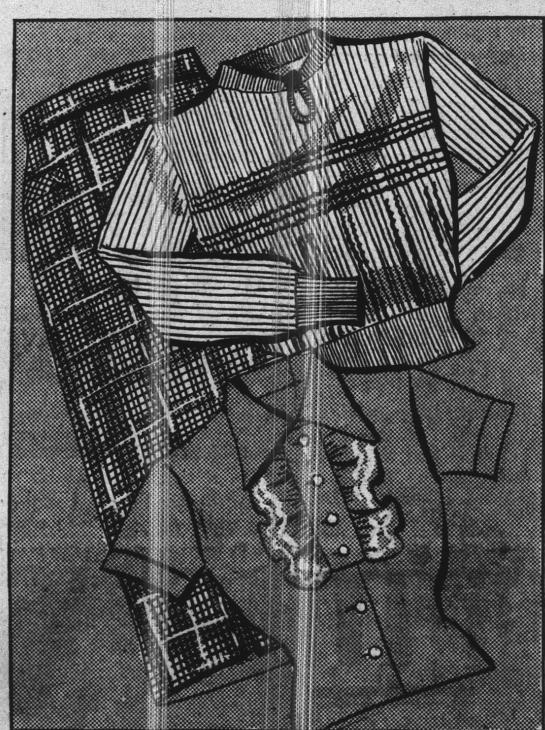
DARING SALE SPECIAL!

Our Regular \$1.98 Qualities

FALL SKIRTS

Wool flannels! Tweeds! Worsts! Wrap-arounds, swing models and pleated tailored styles! In navy, dubonnet, black, brown, checks and plaids! Women's and misses' sizes 26 to 32.

\$1.59



What Better "Matches" Than These!

Blouses, Sweaters

ALL-WOOL SWEATERS: Long or short sleeves, tie, button or Peter Pan collars. Wine, brown, green, navy. Sizes 34 to 40.

BLouses: Rayon satins, taffettes, crepes and hankie lawns with or without collars. Sizes 34 to 40.

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store

89c Ea.

DARING SALE SPECIAL!

Regular \$28 & \$35

FURRED COATS

Now Greatly Reduced!

\$23

DARING SALE SPECIAL



THESE WONDERFUL FABRICS:

Nubs Diamond Crepes Fleece
Frizeees Hudson Seal Jumbo
Suede Cloths Fabrics Cloths

THESE LUXURIOUS TRIMS:

Skunk Natural Lynx Kidskin
Wolf Fitch Fox Paws
Krimmer Half Persian Cocoa Squirrel
Caracul Marinkin* Cat Lynx
American Raccoon Canadian Wolf

THESE ARE DARING SALE VALUES REDUCED FROM REGULAR STOCK! The cool season hasn't begun . . . but here are DARING SALE VALUES HARD TO EQUAL! Silhouettes approved by fashion leaders! Fabrics with surface interest! Linings made for wear! And SUPERIOR WORKMANSHIP IN EVERY GARMENT! Another and greater value from BLOCK'S GREATER DOWNSTAIRS STORE! Women's and misses' sizes.

*Mink Dyed Marinkin

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store

DAILY STORE HOURS: 9:30 TO 5:30

DARING SALE SPECIALS!

Gay Winter FROCKS

Usually Higher-Priced Qualities

\$6.60

Including Formals, Dinner Frocks, Afternoon, Football and Business Fashions!

A real Daring Sale "Scoop" . . . seized upon in New York only a few days ago and rushed in time for this event! Fashions for play hours and practical hours in such stunning fabrics as matelasse crepes, hammered satins, plaid metallics, transparent velvets, alpacas, satin crepes, taffetas, novelty wools and kind lady crepes! Flattering new colors such as grape, rust, peacock, pumpkin, camel, aqua, green, bluetone and maize! Sizes for every one from 11's to 17's, 14's to 20's, 38's to 60's and 16 1/2's to 26 1/2's.

ESCALATORS to the Air-Conditioned Comfort of Block's Air-Conditioned Downstairs Store



DARING SALE SPECIAL!

KAROL KAY COATS

Usual \$10.95 and \$14.95 Qualities!

Sale Priced at Only

\$8.95

MANY WITH MATCHING HAT AND MUFF! These designs are made up exclusively for that little actress KAROL KAY! The prices are usually higher, but we managed a limited quantity at this DARING SALE LOW! Princess tailored types . . . swing models . . . fur-trimmed, fussy types. French Beaver* or lamb trims on many! Sizes 3 to 16 years.

*Coney

And a Special Price on

"Sunday Best"

These are frocks for very special occasions! All are acetate crepes splashed with colorful prints! Dubonnet, blue, browns and greens. Sizes 7 to 10, 10 to 16.

\$1.79

Girls' \$5.95 WOOL COATS

Sturdy fleeces, velours or tweeds . . . tailored or fur-trimmed. Sizes 3 to 6 with matching hats; Sizes 7 to 14 in smartly tailored, fitted or swagger models.

\$4.88

\$6.95 All-Wool SNOW SUITS

Double-breasted mod. e/s with patch knees! Sizes 3 to 6 years with matching toque. 2-pc. suits, sizes 7 to 14 with jacket and ski pants.

\$4.88

PLAY JEANS and Sweaters, ea.

Play Jeans of water-repellent fleece-back "Jersey" cloth. Knit cuff at ankle. Suspenders. Sizes 2 to 12. Turtle neck, long sleeve sweaters, sizes 2 to 6.

99c

ESCALATORS to Block's Air-Conditioned Downstairs Store



Part Wool BLANKETS
Large block plaids in two-tone reversible colors! Wool filled. With cord binding. 72x84-inch size.

\$1.69

Rayon Taffeta COMFORTS
Soft lustrous rayons in two-tone reversible colors! Wool filled. With cord binding. 72x84-inch size.

\$4.95

Heavy Cannon Bath TOWELS
Very absorbent! 22x44-inch size! With colored borders!

25c

Bates Colonial BEDSPREADS
Heavy quality with dark or light grounds. Beautiful all-over Jacquard pattern. 84x105-inch size!

\$1.69

48x48 Linen LUNCH CLOTH
Colorful multi-colored plaid patterns in natural grounds!

48c

All-Over LACE SCARFS
45-inch lengths to dress up your home, thanks to the Daring Sale!

59c

2 1/2 Yard LACE PANELS
Heavy rough weaves in beautiful new patterns! Ready-to-hang topel 45 inches wide!

97c

Brand New Flounce CURTAINS
Colored or white grounds with contrasting flounce. Wide ruffles! Flounce tie backs included! 2 1/2 and 3 1/2-yard lengths.

\$1 pr.