

BLOCK'S DOWNSTAIRS STORE

Come One... Come All... to Block's Great Modern Downstairs Store for These Dazzling
"SHOOT THE WORKS" BARGAINS

PRESENTING: THIS WEEK'S

Hit Parade of HAT FASHIONS



HIT NO. 1

rich velvety **SUEDE**
velours

\$2.98

Peaked turbans! Swoop brims! Visor thrusts! Off-brow berets! Important hats, individually smart, infinitely varied in Black... navy... winter greens... spicy browns... wine.



HIT NO. 2

Black Velvet

FALL'S MOST VERSATILE STAR

\$1.98

... From tiny calot to swirled turban... from witch-peak to tiny roll-brim... find your pet "little" in glowing velvet! And you'll wear it... smartly... to almost the exclusion of all other hats! Enchanting newcomers.

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



SPECIAL FOR FRIDAY!

BetterGloves

Discontinued Styles of 79c and \$1 Qualities!

48c

Smartly cuffed bengalines, pebble weaves and novelty fabrics in styles that easily show their higher original price tags. Buy several pairs... your budget will withstand the shock when such quantities as these are priced so low. All colors in women's sizes 6 to 7½.

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



REGULAR \$1.15 QUALITY

Girls' Dresses

Specially Priced at Only

79c

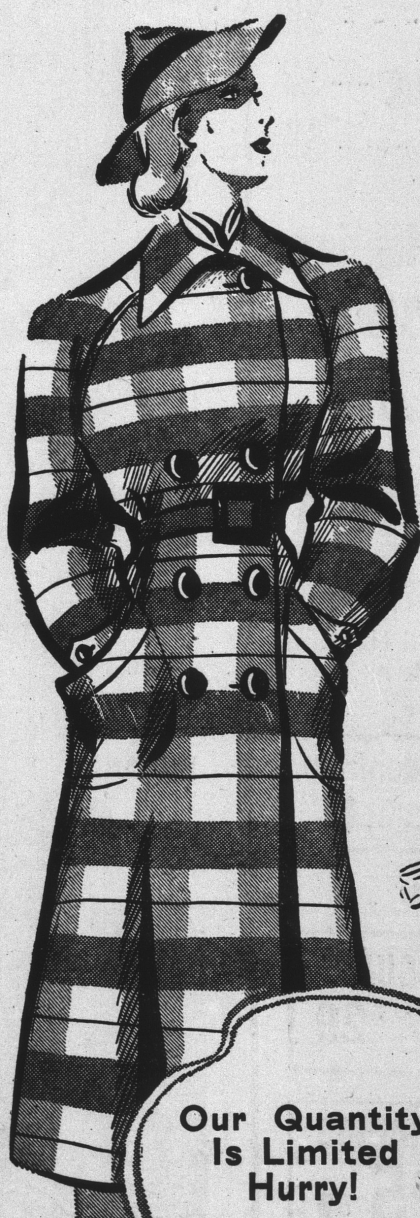
Plaids... stripes... prints so wild they'll take her mind off her lessons! And mild prints and solid colors too in this great group of very specially priced dresses for the youngsters that go places and do things. Sizes 7 to 14. Princess, belted and swing models included.

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

FRESH DATES, POUND 10c

Only 100 customers can enjoy these generously sugar-coated unpitted dates... bits of goodness for between meal snacks. Sorry, no mail, phone or C. O. D. orders.

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



The Weather Man Says "Stormy Weather Ahead"... Block's Fashion Correct Downstairs Store Says Now's the Time to Save on Smart

Raincoats

Specially Priced Now at

\$2.88

Salesmen's and Showroom Samples of \$3.98 to \$6.98 Qualities...

With as smart a raincoat as one of these in your wardrobe, you'll have a positive "yen" for rainy weather! Styles for the college girl, the business girl, the matron... swagger and belted models in solid colors... in dots... in Scotch plaids and tweed effects... with all type collars! Buy now... you'll get a better raincoat for far less than you expected to pay. Sizes for women and misses.

Tweeds **Dot Piques**
Rayon **Rayon**
Taffetas **Crepes**
Broadcloths **Suede**
Cloths **Gabardines**

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

Our Quantity Is Limited Hurry!

Exceptional Qualities at This Low FRIDAY PRICE!

Full-Fashioned SILK HOSE

- Irregulars of 69c, \$1 and \$1.35 Qualities!
- Crepe Knit Chiffons! Sheer Ringless Chiffons!
- Practical Ringless Chiffons! Mesh Silk Hose!
- Ringless Service Weights! "Dubel Duty" Hose!

43c Pr.

We took this maker's entire close-out or we wouldn't be able to offer these hose at so low a price! Variety is here in abundance... sheers for dress... medium sheers for business and school... and more practical service weights for the women who demand extra long wear with the same clear beauty! All wanted fall shades in sizes for women and misses! Buy a supply tomorrow!

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



BIGGER ASSORTMENTS THAN EVER!

Reverly

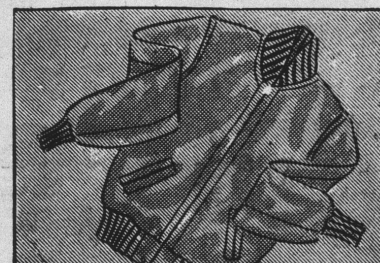
WORSTED

SUITS, TOPCOATS and OVERCOATS

\$17.95

For Men and Young Men

MORE models! MORE patterns! MORE colors! You can't help being impressed by our tremendous displays of this justly famous clothing! Come in and feast your eyes! The values will excite you. SIZES FOR MEN OF ALL BUILDS! Available on our TEN-PAY PLAN!



MEN'S CAPESKIN LEATHER BLOUSES

\$6.98

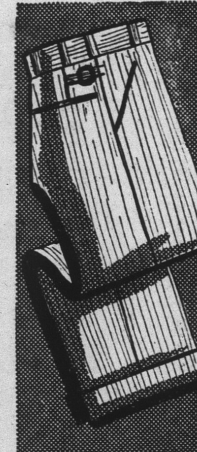
Choose from FIVE colors! Full zipper front! Knitted collar, cuffs and waistband! Ideal for sports, outdoor and campus wear!

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

SUIT TROUSERS and CORDUROY SLACKS

\$2.95

PATTERNS to match (or contrast with) your odd coat and vest! Genuine HOCKMEYER corduroy slacks, in the season's leading shades!



A New and Different Housedress Fashion Designed by MINA TAYLOR!



Kwickie-Koat
 A Time and Effort-Saving Utility Dress... at a Money-Saving Price!

WEAR IT AS...
 • Hooverette
 • Housedress
 • Maternity Frock
 • Over-All Apron
 • Maid's Uniform

\$1.09

The rows of buttons on each shoulder make the Kwickie-Koat easy to wear, easy to put on without disturbing the hair, easy to launder... in two separate pieces! The front and back ties make it quickly and comfortably adjustable to individual waistlines. Accurately styled in NAVY, BROWN or WINE percale in neat dotted patterns... expertly finished throughout with generous side overlaps and a deep two-inch hem! Sizes 1 to 4.

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

