

**JANUARY
SALE
EVENTS**

Block's Downstairs Store

ORIGINAL MARKED \$1.98

Women's SWEATERS

and Darling, Smart Knitted
"Sissy" Blouses, Now Only

69c

As cute as a co-ed and priced for a co-ed's budget! Plain and novelty knit sweaters with round, or Varsity necklines, or collars and with short sleeves! The sissy blouses have draw string waistlines. Sizes for women and misses while our limited quantity lasts!

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

ORIGINAL \$10.95 QUALITY!

3-Pc. SNOW SUITS

TOTS' ALL WOOL
BABY FLEECE, NOW

\$4.95

In brown, red or blue, styled with zip leggings, double breasted coat and matching hood. Sizes 1 to 4 for boys and girls.

GIRLS' ORIG. \$1.15 DRESSES
Prints, plaids and plain colors in pleated and flare skirt models... styled for the school miss of 7 to 16.

77c

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

WE'VE JUST RECEIVED A RE-ORDER OF

Rayon Taffeta SLIPS

You liked them so well you asked for more! Here they are!

59c

Choose from three well-cut styles: TAILORED 4-GORE, LACY 4-GORE or bias cut lace trimmed models... each of excellent quality rayon taffeta with adjustable shoulder straps. Tea rose in women's and misses' sizes 34 to 44.

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

SALE! NEW Spring Fabrics

AND STRAW BANDINGS

With the Newest
of 1938 Trims

Every day adds outstanding new arrivals to this spring-minded group of turbans and new little hats. All headsizes.

\$1

Entire Stock! Orig. \$1, \$1.98
Hat and Scarf Sets

50c

Broken lot priced for quick clearance!

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

ENNA JETTICK FASHION FOOTWEAR STYLED BY AMOS PARRISH EXCLUSIVE IN THE CITY IN BLOCK'S DOWNSTAIRS STORE



SPECIAL JANUARY
SALE EVENT . . .

SPORT COATS

\$4.88

Limited Quantity of
Original \$10.95 Qualities!

These coats are such unusual values, that they won't last long! Tailored well of novelty coatings, heavy and warm, in fitted and swagger models. Some reversible coats that may be worn in sun or rain included. Bright colors and mixtures in sizes for women and misses.

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



SPECIAL JANUARY
SALE EVENT . . .

ZIPPER Housecoats

\$1.19

Special Purchase of
Usual \$2 Qualities!

This maker closed out this lot and we took all he had! We regret to say that there's only 400 of the swingiest, gayest housecoats that ever brightened a morning! Huge flower prints... and wild stripes tailored into trim styles, with 35-inch Talon zips down the front, tiny waists, puff sleeves and full flowing skirts. Buy one for yourself... and at least one to give. Sizes 14 to 20.

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



Prints With Imagination
Color Our Collection of

Mid-Season FROCKS

\$3.98

Sizes 11 to 17, 12 to 20,
38 to 52 and 16½ to 26½

If you love color... if you doze on crisp, immaculate detail, choose one or more of these bright print or delectable pastel frocks! Dark colors too for the business girl and the young matron, but even these are touched with color! We've many new arrivals in this group... at just \$3.98.

CLEARANCE OF
\$5.95 WOOLEN FROCKS

A special price on an extra smart group of tailored woolens in sizes 11 to 17, 14 to 20, 38 to 44, 18½ to 28½.

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

\$3

SALE!

A GREAT JANUARY
STOCK REDUCING EVENT!

2,000 PRS. CRISP CURTAINS

ORIGINAL \$1.00, \$1.19, \$1.39, \$1.59 and
\$1.98 QUALITIES DRASTICALLY REDUCED!

- COTTAGE SETS in novelties in deep reds! Other fine 6-piece sets included. 2½ yards long.
- BATHROOM CURTAINS of grenadine marquisette. 1½ yards long.
- KNITTED PANELS... the new popular type that may be used as curtains or sheer drapes, headed ready to hang. 2½ yards long.
- RUFFLED CURTAINS of figured grenadines! 82 to 94 inches wide... mostly 2½ yards long. Some 2½ and 2 1-½ yard lengths.
- FLOUNCE CURTAINS in pastels and deep tones with figures and dots! 2½ and 2½ yards long.
- LACE PANELS of open mesh! 50, 45 and 42 inches wide! 2½ and 2½ yards long! Some with loop tops.

77c
PRICE
SALE
Each
Pair
Set

OTHER FEATURES FOR HOMES!

29c UNBLEACHED SHEETING
81 inches wide and the right weight for sheets and quilt backs.....yd.

UNBLEACHED MUSLIN
38-inch widths in fine quality muslin for many household uses.....yd.

15c BLEACHED MUSLIN
80x80 count quality, bleached snow white. Sale priced!.....yd.

MATTRESS PADS, SPECIAL
Quilted mattress protectors for twin or full beds.....yd.

25c, 29c PRINTED PERCALES
"Cloth of Gold," "Neva Wet" Miracle prints... both fine qualities, January sale priced.....yd.

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