

BLOCK'S DOWNSTAIRS STORE



WHY NOT BUY YOUR
MODERATE PRICED FURS
IN THE DOWNSTAIRS STORE
KNOWN FOR BETTER FURS?

We Feature
a Group
at Just

\$58

- OUR EXCLUSIVE EBONY SEAL-DYED COONEY'S
- RICH BLACK GARACUL'S
- YOUTHFUL EEL GRAY KIDSkins
- LUXURIOUS OMRA BEAVER-DYED COONEY'S
- PRACTICAL, BEAUTIFUL BEAVER-DYED COONEY'S

We demand that every fur coat we purchase give you EXTRA VALUE and EXTRA SATISFACTION! That's the reason Block's Downstairs for department is gaining such a reputation for quality among women who want their modestly priced fur coats to look and wear like higher priced qualities! To insure your complete good-will WE WILL SERVICE ANY FUR COAT BOUGHT IN OUR DEPARTMENT FOR TWO YEARS WITHOUT CHARGE! All the new styles and silhouettes in sizes for misses, juniors and women.

Escalators to Block's Downstairs Store



Your New Fall Ensemble
Will Fit Better If You Wear a

VANITY
GIRDLE or ALL-IN-ONE

\$2 Other Vanity
Garments at
\$3.50 and \$5

The consistently maintained preference for Vanity by women of all sizes and figures should be proof to you that Vanity garments excell! SUPERB FABRICS . . . EXQUISITE TAILORING . . . LUXURIOUS FINISHES . . . TALON CLOSING IN MANY . . . all these are VANITY'S QUALITY FEATURES! GIRDLES-side hooks, 2-way stretch backs with Talon closing, 14 and 16-inch length. Sizes 26-36 waist. ALL-IN-ONES with lace uplift bra, with average boning, with boneless or 2-way stretch back, with side hooks or Talon closings. Sizes 32 to 42 bust.

Escalators to Block's Downstairs Store



**NEW
FALL
BAGS**
\$1

Brilliant models with a future, offered in simulated hard-to-tell - from actual leathers . . . and in colors and styles hot off the Paris cables!

Block's Downstairs Store

ASSEMBLE YOUR OWN SPORTSROBE

... from the complete collection of blouses, shirts, skirts, sweaters in Block's Downstairs Sports Shop! We've the smartest "makings" in many a season . . . at prices that leave plenty for extra additions later!

SCORES OF NEW FALL SKIRTS

Pleated . . . gored . . . flared . . . in bright and dark colors . . . in glorious plaids . . . so smart you'll wonder how they can be so inexpensive. Sizes for women and misses.

"MIGHTY SWEET" RAYON SATIN SPORT SHIRTS

Indispensables in the college girls' line, because of their tailored simplicity . . . because they are so readily washable! White and all colors in sizes for women and misses.

"SLOPPY SUE" SHETLAND BLEND COAT SWEATERS

The newest sweater rage . . . this cardigan sweater of which you'll roll up above the elbow! In a soft-as-down shetland blend that takes marvelously to color. Sizes for women and misses.

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New Fall Shipment! GENUINE CrepeTwist Sheers WITH Strength

Full-Fashioned Irregulars of \$1 and \$1.35 Qualities!

69c

In the New Shades to Wear With Fall's Dark, Rich Colors

These lovely silk hose look like wisps of sheeress . . . but they're really towers of strength! The special twist of each tiny thread makes them look a thread sheerer . . . wear a thread longer! The last time we advertised these hose we sold out early in the day . . . Here's a new shipment at just 69¢ pair . . . a price we don't expect to be able to repeat later! 3 and 4-THREADS in sizes 8 1/2 to 11.

Children's School HOSE

Firsts and irregulars of 25¢ and 35¢ anklets, half sox and 1/4 hose as well as long hose. Sizes 5 1/2 to 11.

Escalators to Block's Downstairs Store

19c
3 prs. 55c



DAILY STORE HOURS
9:30-5:30



Coats . . . for Either Sports or Dress

May Be Becomingly Furred, Yet Still Modestly Priced!

We Feature
a Group at

16.95

MAKE A MENTAL NOTE OF THESE LUXURIOUS FUR TRIMS:

- Fox Paw Collars
- Raccoon Collars
- Duro Persian Trims
- Mink-Dyed Marmot Trims
- Black Caracul Trims
- Vicuna Trims
- Cat Lynx Trims
- Squirrel Trim
- And Many Others

We've made it our business to offer exceptional values in furred coats in this price line! We know that especially since your budget is limited you'll want to find the smartest styling and the best furs and fabrics available at the price! It is with pride that we present this group at \$16.95! We're assured of its fashion and value rightness—and confident of your approval! In black, wine, teal, grape, tan, blue and tweeds. Sizes for women and misses.

Use Our Layaway or E-X-T-E-N-D-E-D Charge Plans!

Escalators to Block's Downstairs Store

Presenting Fashions That Have Sky-Rocketed
Into Prominence In Less Than Two Short Weeks!



Pillboxes with Snoods

• In Felt . . . In Wool . . . In Silk Jersey . . .
• In Every Conceivable Color!

As impudent as they are flattering . . . youthful as a hair-ribbon on your curls . . . as new as the latest news flash!

1.98

VISOR BRIMS OF SUEDE FELTS

2.98

As soft as velvet . . . as colorful as a paradise and definitely becoming to every profile.

Escalators to Block's Downstairs Store

