

# 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 CONEYS
- RICH BLACK CARACULS
- YOUTHFUL EEL GRAY KIDSKINS
- LUXURIOUS OMBRA BEAVER-DYED CONEYS
- PRACTICAL, BEAUTIFUL BEAVER-DYED CONEYS!

We demand that every fur coat we purchase give you EXTRA VALUE and EXTRA SATISFACTION! That's the reason Block's Downstairs fur 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 excel! 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!

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## New Fall Shipment! GENUINE Crepe Twist 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 sheerness... 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 69c 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 25c and 35c anklets, half sock and 3/4 hose as well as long hose.

**19c**

Sizes 5 1/2 to 11. **3 prs. 55c**

Escalators to Block's Downstairs Store.



**New Fall Versions Moulded to Fit Under the New Silhouettes!**

**NEW RAYON Costume SLIPS**

**1.25**

Not only cut with great attention to fit... but with an equal amount of care given to detail! Just note the V-top bodice styles with darted fronts, to fit sizes 32 to 44... the new tailored embroideries... the feminine lacy bodice tops! ALL WITH ADJUSTABLE STRAPS, CORDED OR GUARANTEED SEAMS! Sizes for women and misses.

Escalators to Block's Downstairs Store



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
- Cat Lynx Trims
- Duro Persian Trims
- Mink-Dyed Marmot Trims
- Squirrel Trim
- Black Caracul Trims
- Vicuna Trims
- 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

## 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. **\$2**

**"MIGHTY SWEET" RAYON SATIN SPORT SHIRTS**

Indispensables in the college girls' life... because of their tailored simplicity... because they are so readily washable! White and all colors in sizes for women and misses. **\$1**

**"SLOPPY SUE" SHETLAND BLEND COAT SWEATERS**

The newest sweater rage... this cardigan the sleeves 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. **\$2**

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



*Pillboxes with Snoods*

- In Felts... In Wools... In Silk Jerseys
- 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**

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

**2.98**

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