

# The Way To Fashion Personality

TO INVEST IN NOW  
AND TREASURE

## Fur Flavored All-Wool Coats

At a Price We Cannot Duplicate!

**\$48**

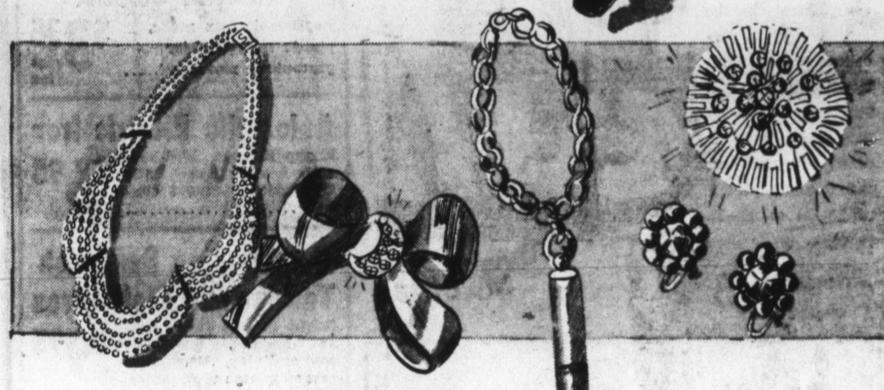
★ Ripple Backs  
★ New Lengths  
★ Small Collar and  
Levish Collar  
Fine Fur Trims

★ Black  
★ Grey  
★ Kelly  
★ Peacock  
★ Wine & Brown

Prized coats of the fashion-wise . . . exquisitely warm; enviably becoming; importantly tailored in the new length and ripple backs . . . and, with a flare for fur, lavish, luxurious, quality fur! Far too good a value to pass up at this budget-saving price! Sizes 9 to 15, 10 to 20, 38 to 44, 16½ to 24½.

USE OUR CONVENIENT PAYMENT PLANS

Fashion Coats, Downstairs

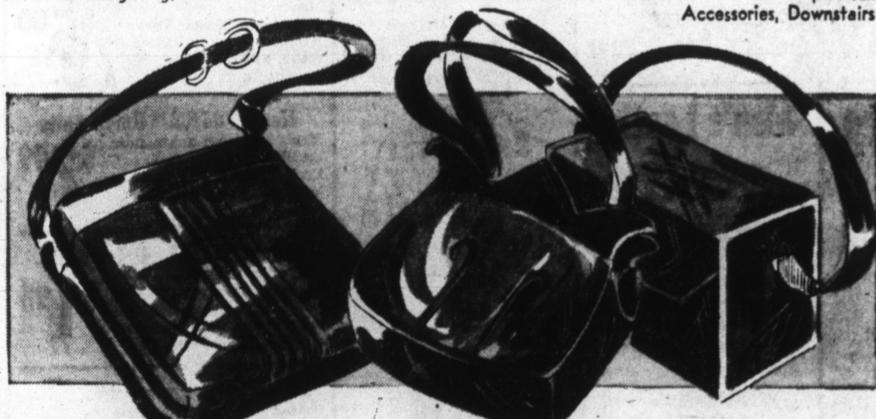


### A New, Budget-Wise Jewelry Collection

TO ADD SMARTNESS, ITSELF, TO YOUR COSTUMES!

You'll be pardonedly proud of this new jewelry . . . for it's pins, clips, earrings, necklaces and bracelets, bright-hued in silver-like and Midas touches, in the glowing beauty of colors . . . stirring up your urge to be ornamental! Priced to do wonders for your Christmas budgeting, too!

1.00  
to  
2.00  
plus tax  
Accessories, Downstairs

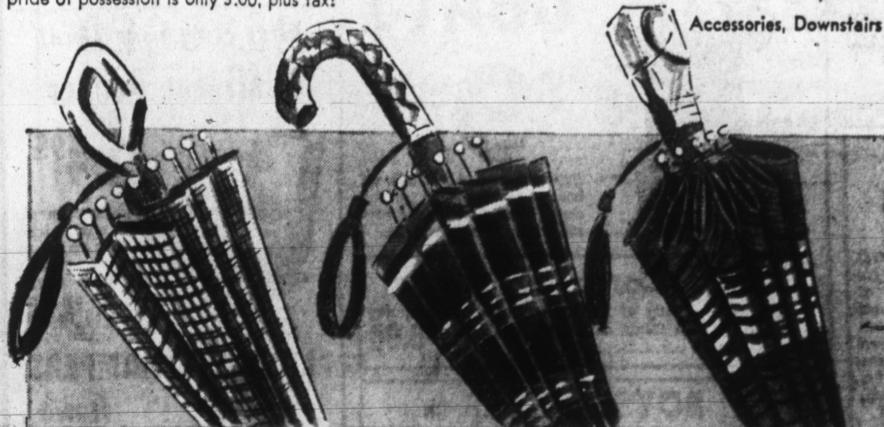


### SMART FASHION DESIGNS IN HANDBAGS

TO ACCENT, TO SPICE YOUR EVERY-COSTUME!

Plastic calfs and plastic patents, gleaming and costume-complementing . . . in top handle, top zipper, shoulder strap, pouch, underarm and many other smart new styles! In a tempting new collection of BLACK, BROWN and CHERRY RED . . . and, the pride of possession is only 3.00, plus tax!

3.00  
plus tax  
Accessories, Downstairs



### CHRISTMAS-GIFT-WISE 16-Rib UMBRELLAS

COSTUME-SMART PLAIDS AND COLOR COMBINATIONS!

Fine heavy handle rain protectors with matching ferrules, with bright-as-all-outdoors rib covers, the kind you're proud to carry, the kind of a gift treasured long after the Christmas decorations come down!

3.98

Accessories, Downstairs

## Block's DOWNSTAIRS STORE

Where the Fashion-Wise Economize

## on a Slender Clothes Budget

HEADS TURN AS YOU  
PASS BY IN A



Quality Felt

**3.00**

PROFILES SHAKOS  
SUIT BRIMS OFF-FACE STYLES

Buy a hat because you're prettier in it! A "Doeskin" felt . . . soft, smooth, velvety in the season's most, flattering styles, in the frankly feminine mood! Blacks, browns, new winter colors . . . all at a temptingly low 3.00!

Fashion Millinery, Downstairs



ENCHANTING AS A SECRET . . . YOU, IN THIS

## Color-Gay Smart Rayon Gabardine

**8.95**

COCOA BEIGE LILAC TANGERINE GREY

Claire Kay designs a two-piece, cut to give you a figure like as a model's! Gay as the season with tiny Tom Thumb buttons marching double file down the front, with feminine cuff ruffles and a tiered back bustle to make you feel like a fairy tale princess! And it's smart wherever you go! Sizes 9 to 15.

Fashion Dresses, Downstairs

LOVELY YOU IN A  
"LOVABLE BRA"

A Mere 1.00

Uplift style for beauty . . . smooth, broadcloth or lustrous rayon satin . . . tearose and white . . . sizes 32 to 38 . . . at an unbelievably low price . . . that's the story of "Lovable" flattery!

Lingerie, Downstairs



For The SHORT, MEDIUM  
and TALL

## Famous Make 4-Gore Slips

**1.79**

Irregulars of 2.98 Qualities!

So thrifly-priced . . . with hard-to-find imperfections that do not affect their wearing qualities, these slight irregulars of famous make slips, worn where well-dressed women assemble! So creamy-smooth in RAYON SATIN, so perfect-fitting in 4-gore styles! TEAROSE AND WHITE, sizes 32 to 42; in three lengths, but not every length in every size.

Lingerie, Downstairs



IT'S A SMART WOMAN WHO  
ELIMINATES TWISTING SEAMS WITH

## Nylon No Seams

Slight Irregulars of  
51-Gauge, 20-Denier  
Hose

**79c**

Smart is the woman who buys these . . . for they're sheerer, clear nylons (slight irregulars of our exclusive "Killarney" 51-gauge 20 denier nylons . . . made with no seams to twist, with leg-flattering fit! Windsor, Foggy, Magic Beige, Brown, Taupe, Cocoa, Black Magic, sizes 8½ to 10½.

## SOFT-A-FOOT ANKLETS

Budget-Priced!

**23c**

Slight irregulars of a fine make . . . soft mercerized cotton anklets. Made with deep turn-down cuffs . . . and in an exciting array of light and dark colors!

Hosiery, Downstairs