

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 Lavish 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, 16 1/2 to 24 1/2.

USE OUR CONVENIENT PAYMENT PLANS

Fashion Coats, 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

A "CLAIRE KAY" JUNIOR!

COCOA BEIGE LILAC TANGERINE GREY

Claire Kay designs a two-piece, cut to give you a figure like 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



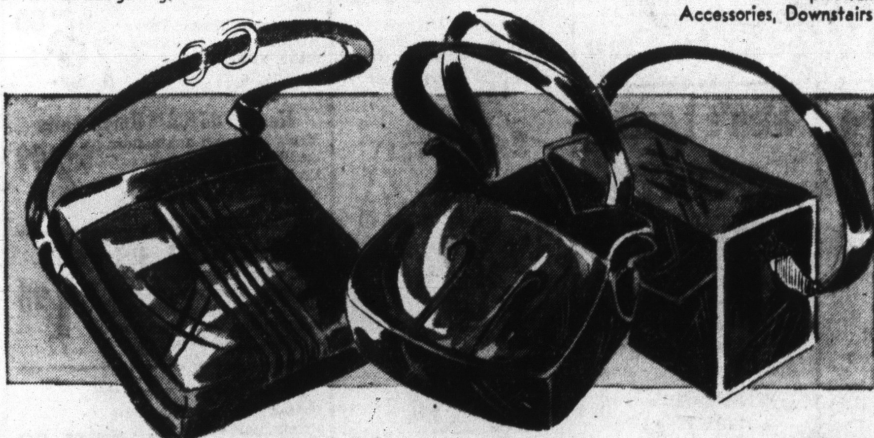
A New, Budget-Wise Jewelry Collection

TO ADD SMARTNESS, ITSELF, TO YOUR COSTUMES!

You'll be pardonably 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



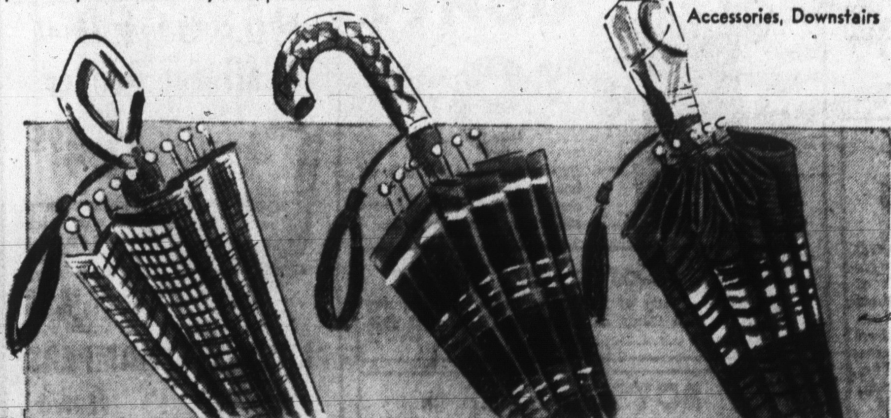
SMART FASHION DESIGNS IN HANDBAGS

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 rayon 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

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 thriftily-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 s-h-e-e-r, clear nylons (slight irregulars of our exclusive "Killerney" 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 8 1/2 to 17 1/2.

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