

JANUARY EVENTS

BLOCK'S DOWNSTAIRS STORE

SPECIAL FEATURES FOR THE BUDGET-WISE SHOPPER

Satisfy your love for real value . . . and save a pretty penny by buying now . . . in Block's Downstairs Store's January Events! But, don't take our word for it, convince yourself in two minutes . . . by seeing for yourself these values . . . all of which are exceptional finds for your money, the kind that makes it well worthwhile to stock up on all your needs! See our comprehensive selections tomorrow . . . at popular budget prices!

SHOP TOMORROW — SHOP MONDAY THROUGH SATURDAY, 9:30 TO 5:00!

A GREAT SHOE SALE!
SUCH WELCOME NEWS TO
YOUR WINTER WARDROBE!



Hundreds of \$5
to 8.95 Shoes
3.95

FASHION SHOES FROM OUR REGULAR HIGHER-
PRICED STOCKS . . . ALL AT ONE
REMARKABLY LOW PRICE!

Black Patent Sandals and Gabardines with Genuine

Black Kid Arch Shoes! Brown Calf and Black Calf!

All of them were much higher-priced — are worth much more — and are taken right from our regular lines! Such remarkable values you'll be smart to buy several pairs . . . and the variety of styles is such that you can! But do be early . . . for we believe they will all simply melt away!

Broken size assortments! No layaways! No exchanges!

Fashion Shoes, Downstairs



MADE TO SELL FOR MUCH MORE

SPECIAL JANUARY
Irregulars of Beacon's
All-Wool Blankets

Plump and 100% Wool Warm . . . A Real Sleep Treat!
Because of Minor Imperfections, Only . . .

At This Special Price, Luxury at Low Cost!

You'll like the enduring, soft, deeply napped texture, you'll purr over the pure all-wool warmth, you'll be pleased as Punch over the appearance . . . so much more luxuriant than you would expect at this budget-saving price! Made of choice selected wool yarns in ROSE, BLUE, GREEN or PEACH and 4-inch rayon satin bound! 72x84-inch size.

When Ordering by Mail, Please Give Second Color Choice

Domestic, Downstairs



FASHION'S SOLUTION FOR COSTUME
VARIETY NOW INTO SPRING!

Flower Hats
3.98

Excitingly New!

Dew-fresh new flower hats — so worth your while to see, for their shocking flower color creates excitement in your wardrobe; dazzling against dark nights now, breath-taking matching your pastels for Spring! Any day — making you much more arrestingly dressed! WHITE, ICE BLUE, ICE PINK, ROMANCE ROSE.

(Others 5.00 to 8.95)

Fashion Millinery, Downstairs

JANUARY CLEARANCE!
WOMEN'S 10.98 "DEBONAIR"
CORDUROY SLACK SUITS

Another famous "Debonair" sports tog . . . this time a lounge-about slack suit of washable pinwale corduroy! Two-piece model, designed for lounge wear or active sports, tailored to do figure favors! Sizes 12 to 18, broken colors!

6.98

Sport Shop, Downstairs

JANUARY CLEARANCE!
REG. 5.98 SEQUINED
EVENING BLOUSES

For a smart touch of glitter, for evening wardrobe spice in the new year . . . romantically scheming black blouses minted with gold sequin highlights! Smart cap-sleeve styles! At wonderful new savings!

3.49

Sports Shop, Downstairs

JANUARY CLEARANCE!
WOMEN'S 7.98 WARM
PART-WOOL ROBES

You'll want these robes for their becomingness, their luxury look! And, they're yours at guaranteed savings . . . if you buy now! Navy, finely tailored with contrasting color piping! Sizes 12 to 20.

3.99

Robes, Downstairs



A DRESS THAT
MAKES ANY
WINTER'S DAY
ROMANTIC!

Petal
Pink on
Black

Figure-Flattering Crepe*
Sizes 18½ to 24½

Like a breath of spring in a world of snow, fashion's answer to winter's darkness . . . a flattering flush of shocking pink showing through the fragile neckline of a sentimental black rayon crepe! You get your most slender appearance; you at your loveliest . . . for any winter's day! And you looking much more expensively dressed!

Only 8.95

PHONE (RI-8421) and MAIL
ORDERS FILLED

*Rayon Crepe

Fashion Dresses, Downstairs



BUDGET-WATCHERS AND
LAUNDRY-TIME-SAVERS, TOO!

Irreg. of 2.49
Jersey Slips

1.39

Giving your dresses smooth appearance and saving you laundry time, too (for, they're easy to wash as your hands and need no ironing at all!) Slight irregulars of 2.49 rayon jersey slips! Choose TEAROSE or WHITE, sizes 32 to 44.

*Rayon

RAYON PANTIES AND BRIEFS

IRREGULARS OF HIGHER-
PRICED QUALITIES FROM A
WELL-KNOWN MAKER! Run-
resistant! Sizes for all: Small,
medium, large and extra large!

59c

Lingerie, Downstairs



REGULAR 8.95,
10.95 AND 12.95!

Famous Make
All-In-Ones
5.95

Sizes 36 to 50 in the Group!

Wishing won't do it, but skillful corseting will! And, here's a grand selection to choose from . . . the famous DIA-TROL and other fine garments from some of America's best-known makers! Fine brocades, heavily boned; with lace bias and zipper closings! All with elastic side sections, all savings priced!

Corset Dept., Downstairs