

SHOP WHERE THE CHRISTMAS-WISE ECONOMIZE . . .

## BLOCK'S DOWNSTAIRS STORE

WHERE THE  
GIFT-WISE  
ECONOMIZE

CHRISTMAS STORE HOURS  
9:00 to 5:25  
MONDAY THROUGH SATURDAY

IT'S A  
*Rite-Fit*  
HOLIDAY FASHION  
... FLATTERY  
WITH CREPE\*  
AND A  
CAPELET EFFECT!

Designed  
For The  
Woman  
5 FT. 5"  
OR LESS

SIZES 14 1/2 TO 20 1/2

7.95

Navy! Powder Blue!  
Tau! Sapphire Blue!

Picture you—in holiday glory, looking the way you'd like to look! In our gaily new holiday fashion in rayon crepe! With a three-tiered bodice giving a capelet effect to the shoulders . . . with a slenderizing gored skirt!

PHONE (CA. 8511)  
and MAIL ORDERS  
PROMPTLY FILLEDFashion Dresses,  
Downstairs

\*Rayon



Where the fashions are gay and new—to make your spirits soar to a holiday height! Where the gift-items are really inspired—to be greeted with a gleam in the eye! Yet, every item priced to be—so mindful of your budget! Shop our Fashion and Quality-Wise Downstairs Store tomorrow!

NOW IN ITS OWN  
MERRY CHRISTMAS  
PACKING . . .



NO WRAPPING REQUIRED! BEAUTIFUL AND READY TO GIVE!

THE ORIGINAL *Campus Panty*

ONE EACH IN RAINBOW  
WHITE, PINK, MAIZE,  
ORCHID, LIME and BLUE!6 PAIRS  
CELLOPHANE  
PACKED 2.75

With These Features That Make It a Wonderful Panty:

- Elastic Knit from Finest Nylon
- Flat-Fitting Waistband
- Seamless Front, Back and Sides
- Fits Every Form to Perfection
- Perfect Under Sleek-Fitting Gowns

Give every feminine name on your list a Merry Christmas Pack of Campus Panties . . . and you'll be a popular Santa for sure! For, they're that popular style in BAND LEG BRIEFS . . . knit trim and flat-fitting of finest rayon . . . and specially low priced for so much quality! SIX PAIRS (one of each of our rainbow hues), complete in a Cellophane pack and Merry Christmas sealed! Purchase now—and forget your Christmas problems! Sizes small, medium, large!

PHONE (CA. 8511) and MAIL ORDERS PROMPTLY FILLED

Lingerie, Downstairs

JUST ARRIVED! STYLED TO FIT YOU WITHOUT  
ALTERATION! OUR NEW 100% WOOL FLANNEL

Zip-to-Fit Slacks

IN PROPORTIONED  
LENGTH

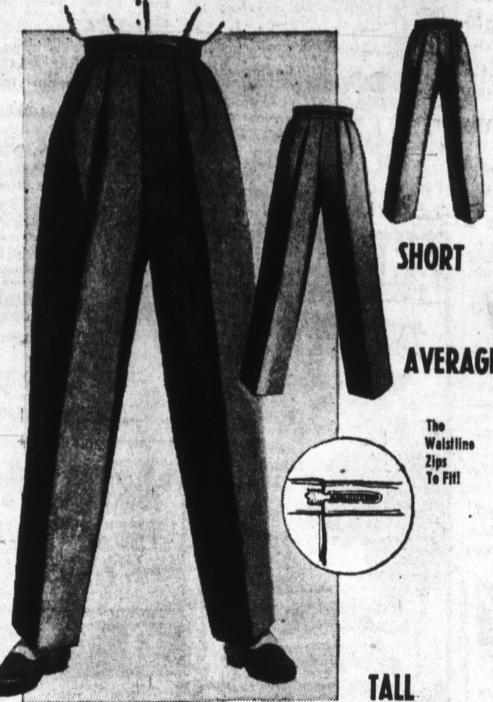
5.98

★ The Waistline ZIPS to fit your waist—allows for up to three inches variation!

★ Proportioned for SHORT girls (4'11" to 5'2"), MEDIUM (5'3" to 5'6"), LONG (5'7" to 5'11")! Sizes 12 to 20!

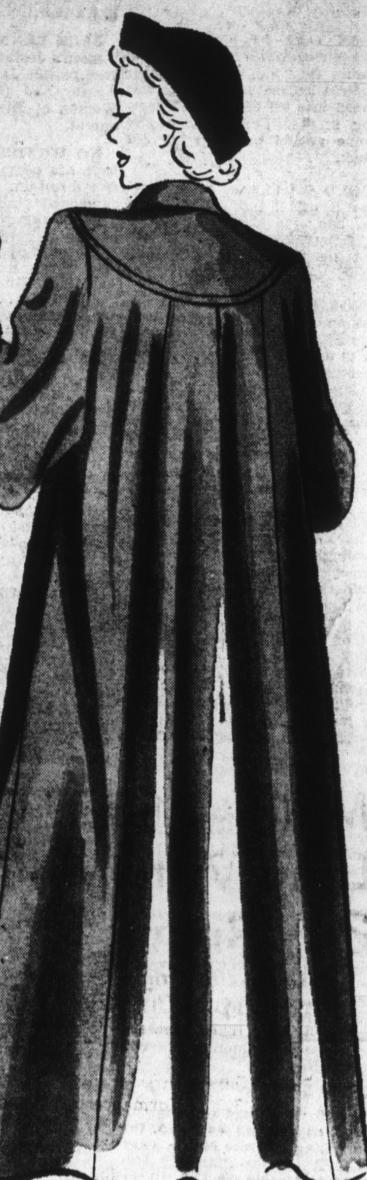
Original new slacks—zip-to-fit and in lengths to fit! So you need not worry with alterations! Wanted ALL-WOOL PARKER WILDER FLANNEL, famous for the way it wears! And, with gripper waist, flattering front pleats and two pockets! Yet all this extra value is yours for only 5.98! Choose GREEN, BROWN, NAVY or BLACK! Choose for lounging at home, for active sports—a really marvelous idea for gifts!

Sport Shop, Downstairs



SHORT  
AVERAGE  
TALL

The  
Waistline  
Zips  
To Fit



ZIPS IN FOR  
NOW! ZIPS  
OUT FOR  
SPRING! BE  
SMART WITH AN

FOR EXCITING NEW "BEAUTY IN  
A RAINSTORM," CHOOSE OUR  
MAGIC PLASTIC

Weatherette  
Coat in Satin-Tones  
FOLDS AWAY IN ITS OWN PLASTIC BAG!

4.95

★ Blue, Grey, Green, ★ Sizes Small (10 to  
Natural, Gunmetal! 14), Medium (16 to  
20), Large (38 to 42)

Excitingly new and different . . . of RAIN-  
INSURED HEAVY 4-GAUGE VINYL FILM  
PLASTIC in gleaming satin-tones . . . with  
3-WAY STYLING to wear loose, half-belted  
or belted . . . with DETACHABLE HOOD!  
Easy to carry in its foldaway pack . . . ex-  
tremely durable . . . and can be cleaned with  
a damp cloth! News for your own needs—  
or Christmas giving!

PHONE (CA. 8511) and MAIL

ORDERS PROMPTLY FILLED

(Please state first and second color choice.)

Fashion Coats, Downstairs



BUDGET NEWS! CHECK OUR LOW PRICE FOR SHEER  
First Quality Nylons to Give and Own!

KNIT OF FINE DUPONT NYLON, FULL-FASHIONED AND SHEER!

EACH PAIR INDIVIDUALLY CELLOPHANE WRAPPED!

\$1

Lo! They're needle-in-the-haystack finds for Christmas giving!  
Such sheerness, such clearness, such fit-flattery . . . all for only  
1.00 pair! In a beautiful Autumn Dusk shade—destined to  
blend with all winter costumes! Values to make you a smart  
Santa Claus . . . but such triumphs, you'll want them for your  
own needs by not one, not two, but several pairs! Sizes 9-10 1/2.

Hosiery, Downstairs

all-Wool Covert  
Zip-Out . . .

34.85

BLACK! WINE! GREY! BROWN!

SIZES 8 to 18

An exceptional value—at an exceptional low  
budget price! ALL-WOOL COVERT WITH A  
WARM WOOL ZIP-OUT-OR-IN LINING to  
protect you from winter's ices blasts! Yet with  
a fashion secret—that—without the lining, it's  
as nice for spring as it is for now! It's smart to  
buy a zip-out, it's smarter yet to see this one . . .  
with all its fashion styling, its quality detailing—  
only 34.85!

Fashion Coats, Downstairs

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