

SHOP FROM 9:30 TO 5:00, MONDAY THROUGH SATURDAY

BLOCK'S DOWNSTAIRS STORE

IMPORTANT NEW HEAD-LINES AT A LITTLE BUDGET PRICE



A SLIM
SURE
DRESS OF

*Frostpoint**

SIZES 14½ TO 24½

... means a slim, sure look for YOUR fall fashion success! Beautifully tailored of famed Cohama Frostpoint* fabric... with new detailing in "buttoned galore"... a winged collar and cuffed three-quarter sleeves. And, for highlighting... a patent belt with the buttons to match. WOOD BROWN or GREY.

7.95

*Rayon

Fashion Dresses, Downstairs



A. (ABOVE)
A double-brim
sailor with
cocky feather
trim.

B. (RIGHT)
A new profile
with sparkling
pin and
feather trim.

C. (ABOVE)
A new fall
bonnet,
glamorized
with ostrich
trim.

D. (RIGHT)
Fashion's
important new
profile hat with
ostrich trim.

E. (LEFT)
An off-face
flatterer with
double roll
brim, becket
pom trim.

Fashion in your favorite color be it black, navy, brown, grey, coffee or continental green... in YOUR headsize whether you wear a 22-inch or 23-inch size.

Millinery—Downstairs

DOUBLE YOUR MONEY WITH

Gold-Craft

MAKE 4 PAIRS FROM 2
WITH DEEPTONE BROADCLOTH

Pair-Off
PAJAMAS

Exclusively Ours in the City

2.98

- Beautifully tailored of 100/60 square cotton broadcloths!
- SANFORIZED for perfect fit after laundering!
- Absolutely COLOR-FAST!
- Advertised in leading fashion centers!
- In SIX NEW COLOR COMBINATIONS
- SIZES 34 TO 40!

BUY TWO PAIRS—MIX AND
MATCH THEM FOR FOUR SETS!

1. Salmon Top, Green Trousers
2. Green Top, Salmon Trousers
3. Royal Top, Powder Blue Trousers
4. Powder Blue Top, Royal Trousers
5. Grey Top, Red Trousers
6. Red Top, Grey Trousers



Lingerie—Downstairs

THE WARMTH OF WOOL!
THE KNACK OF QUICK DRYING!
THE PRICE OF YOUR LIKING!



NYLON Sweaters

2.98

- Dry in a Wink! Need No Blocking!
- Color-fast! Moth-Resistant! And Even Perspiration-resistant!

Blue! Pink! Mint Green! Cherry! Aqual! Maize! Grey! White!

SPUN-KNIT with the thrilling softness of baby's skin! Warm as all-wool, but twice easy to care for! They wash without worry... keep their shape with no perceptible shrinkage... and dry in a wink! And, their lovely color... their flattering fit... mark you "a smart girl!" Sizes 34 to 40.



Sports Shop—Downstairs

IT'S A NEW
LOW PRICE FOR
THE COMFORT AND
LONGER-WEAR OF

OUR EXCLUSIVE

Triangle Top
IN CHA-MIL
NYLON *IRREGULARS*

You'll See The First Qualities Advertised
In the Leading Fashion Magazines! They're
Improved and Patented Nylons!

1.00

SHEER DRESS WEIGHTS! IN SHORT,
AVERAGE AND LONG LENGTHS!

It's revolutionary—the fit that's yours with Triangle Tops! The triangles are knitted in... and their elasticity gives a new non-binding, expanding-clinging fit that conforms to the shape of the thigh! Easing the strains that cause runs, giving NEW-FOUND COMFORT and LONGER WEAR! What's more, the center triangle is your guide for gartering to keep back seams straight! New fall shades, sizes 8½ to 11.

Hosiery—Downstairs



THIS IS CHA-MIL'S
EXCLUSIVE TRIANGLE TOP:

1. It affords extra stretch!
2. It gives extra strength at garter posts!
3. It is a guide by which you can keep back seams straight!

cute! new!

practical!

PEN BAG*

Styled by
"J. Rudolph"

\$3

Plus Tax

Always at your beck and call... a genuine ball point pen, ready and waiting to jot down anything you want. It serves as a clasp on our long flap boxy bag with the adjustable shoulder straps. In plastic suede, plastic calf or rayon faille... in your favorite fall colors, lined with plastic leather.



Accessories—Downstairs

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