

BLOCK'S ★ DOWNSTAIRS ★ STORE

YOU'LL FIND MANY FASHIONS MADE TO SELL FOR \$25 and 29.95 IN OUR
BUDGET WINTER COATS



JUST SEE HOW YOU SAVE BY SHOPPING
TOMORROW FOR YOUR COAT—AT ONLY

\$18

Many Fabrics: All-Wool Tweeds, Coverts,
Suedes, Yarn-Dyes! Wool-Face Floeces!
Many Styles: Slim to Full Flared Backs!

All this extra quality, extra value . . . is YOURS tomorrow for only \$18! Fine fabrics, Fashion's styling, important colors . . . many qualities that are made to sell for much more! Right at the start of cold weather! Expertly tailored for more than one season's wear . . . designed to give you the latest fashion look . . . priced to fit into your budget. SIZES 10 TO 18.

Fashion Coats, Downstairs



THE INSIDE-STORY ON FASHION!

THE Fur-Liner

IN FLATTERING 36" LENGTH!

Fine Wool
Broadcloth
or Wool-
Face Floece

59.95

Tax
Free

These Fur Linings: CHINESE LAMB, MOUTON
LAMB, LEOPARD STENCILED LAPIN (dyed coney),
TINGONA LAMB or WHITE BABY LAMB!

The coat with the FUR INSIDE is the coat to gather your wardrobe around! It's bulkless, amazingly beautiful and capessingly warm . . . the fashion success of the year! Just the right length to wear over suits, street dresses and dinner gowns! In wine, forest green, dacia, red, brown, black or grey. Sizes 10 to 18.

Fashion Coats, Downstairs

FOR A TALLER, SLIMMER LOOK,

We Present
**Tucked
Tissue
Faille***

IN
Sizes 16½-24½

BLACK GREEN
TEAL TAUPE

7.95



Tiered tucks—this season's most important news for half-sizes! For, they give you a definitely taller look . . . and, in turn, a slimmer, more graceful silhouette! Created for you here in wonderfully soft and light rayon tissue faille. With flattering roll collar, with button front. A triumph for both you and your budget!

Fashion Dresses,
Downstairs

*Rayon



IN CHRISTMAS GIFT COLORS . . .

Rayon Jersey Slips

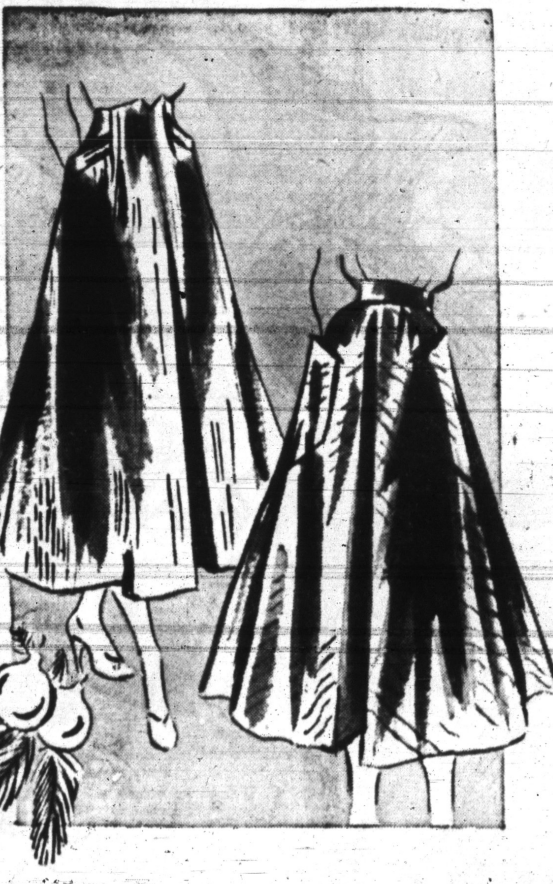
WITH LACE TRIM

1.89

White! Pink! Lilac! Orchid! Blue!

You won't make a slip in your Christmas list . . . if you choose these luscious jersey slips for gifting! Designed for women who love lovely lingerie! They come in five gift-colors . . . with matching lingerie-lace trim. Yet, they have a practical side: They wear longer, they scorn ironing, they're styled to FIT! SIZES 32 TO 44.

Lingerie, Downstairs



HOLI-DATING ON LITTLE AFTERNOONS and BIG EVENINGS

Cocktail Skirts

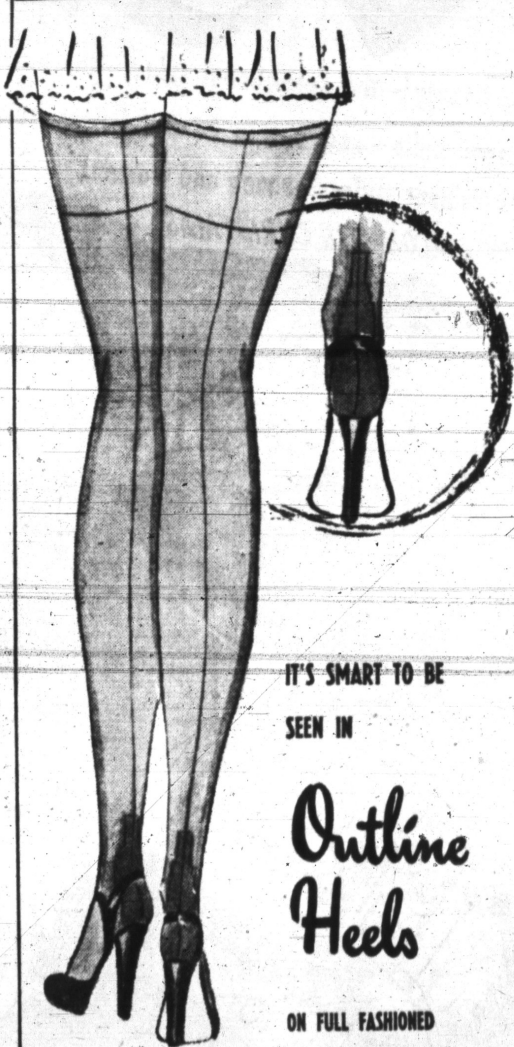
In Glamour Fabrics

5.98

Colorful Stripes or Glistening Metallic
Stripes on Romantic, Rustling Rayon Taffeta

What's the most important fashion news? It's the fabrics . . . colorful, decorative, romantic fabrics! And, here are two of the newest successes . . . twirled into glamorous Cocktail Skirts. For your late afternoon and evening elegance. Note the swirl of skirt to emphasize the stripes . . . the news in pockets, definitely fashion for HOLIDAY, 1949! (A.) Navy with green stripes, black with copper or chartreuse stripes. (B.) Black with metallic silver, gold, red or green stripes. Sizes 24 to 30.

Sports Shop, Downstairs



IT'S SMART-TO-BE
SEEN IN

**Outline
Heels**

ON FULL FASHIONED

Extra Sheer Nylons

1.19

3 Pcs.
3.50

IRREGULARS OF HIGHER PRICED QUALITIES

Yes, the leg is back in fashion importance . . . with smart new Outline Heels to slim, flatter and draw attention, too! It's a FAMOUS MAKE in extra sheer dress nylons (51-gauge, 15-denier) with the extra smart touch of OUTLINE HEELS! Beautiful to wear, lovely to give for CHRISTMAS! New winter shades, sizes 8½ to 11.

Hosiery, Downstairs

HOLIDAY
PUNCTUATION!

Pure White
Soleil Finish
Felts

White for a crisp holiday accent! Soleil finish felt for a luxury air! Sketched: Just one of many styles . . . also available in black, beige, dacia, ice blue, pink, kelly or red. 22 and 23-inch headsizes.

3.98



Fashion
Millinery,
Downstairs

HELP YOUR COSTUMES
LOOK THEIR BEST WITH

**Fashion Accents
In New Handbags**

3.00

Plus
Tax

★ Plastic
Calf ★ Plastic
Suede
★ Broadcloths ★ Follies
★ Genuine Leathers



Oh what a fashion-wise collection at this little price tag! You'll find shell frames, top zippers, top handles, under-arm models and many others of this year's newer styles! All . . . smart to carry, smart to give at CHRISTMAS!

Accessories, Downstairs