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BLAIR CORP  
Form 8-K  
January 27, 2004

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

Form 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 27, 2004

Blair Corporation

(Exact name of registrant as specified in its charter)

Delaware ----- (State or other Jurisdiction of incorporation)	001-00878 ----- (Commission File No.)	25-0691670 ----- (I.R.S. Employer Identification No.)
220 Hickory Street, Warren, Pennsylvania (Address of Principal executive offices)		16366-0001 (Zip Code)

Registrant's telephone number, including area code: (814) 723-3600

Not Applicable  
(Former name or former address, if changed since last report)

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Item 5. Other Events and Regulation FD Disclosure

On January 27, 2004, Blair Corporation (the "Company") announced that it will hold its annual meeting at 11:00 a.m. on Thursday, April 29, 2004, at the Library Theatre, 302 Third Avenue West, Warren, Pennsylvania.

A copy of the press release regarding the foregoing is attached hereto as Exhibit 99.1.

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Item 7. Financial Statements and Exhibits

(c) Exhibits

Exhibit 99.1. Press Release

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 27, 2004

Blair Corporation

By: John E. Zawacki

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John E. Zawacki  
President and Chief Executive Officer

By: Bryan J. Flanagan

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Bryan J. Flanagan  
Senior Vice President and Chief  
Financial Officer

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Exhibit 99.1

FOR IMMEDIATE RELEASE:

CONTACTS:

Blair Corporation  
Thomas McKeever, SVP of Operations & Admin  
814-723-3600

Carl Hymans  
G.S. Schwartz & Co.  
212-725-4500  
carlh@schwartz.com

BLAIR CORPORATION ANNOUNCES DATE OF ANNUAL MEETING

WARREN, Pa., (January 27, 2004) -- Blair Corporation (Amex: BL), (www.blair.com), a national catalog and multi-channel direct marketer of women's and men's apparel and home products, today announced that it will hold its annual meeting at 11:00 a.m. on Thursday, April 29, 2004. The meeting will be

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held at the Library Theatre, 302 Third Avenue West, Warren, Pennsylvania. The Board of Directors has set the record date for stockholders entitled to vote at the meeting for March 12, 2004.

### ABOUT BLAIR

Headquartered in Warren, Pennsylvania, Blair Corporation sells a broad range of women's and men's apparel and home products through direct mail marketing and its Web sites [www.blair.com](http://www.blair.com) and [www.crossingpointe.com](http://www.crossingpointe.com). Blair Corporation employs over 2,500 people and operates facilities and retail outlets in Northwestern Pennsylvania as well as a catalog outlet in Wilmington, Delaware. The Company, which has annual sales of more than \$560 million, is publicly traded on the American Stock Exchange (AMEX-BL).

This release contains statements relating to future results of the Company (including certain projections and business trends) that are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those projected as a result of certain risks and uncertainties, including but not limited to, changes in political and economic conditions, demand for and market acceptance of new and existing products, as well as other risks and uncertainties detailed in the most recent periodic filings of the Company with the Securities and Exchange Commission.