

# BLOCK'S DOWNSTAIRS STORE

*A Wash Dress Event That Will Establish New Records for Style, Quality and Value!*

## 10,000 Wirthmor Frocks

*In An Astounding Variety of Styles,  
Fabrics, Patterns and Colors*

FOR THE FIRST TIME AT

# 77¢

**SIZES**  
14 to 20  
36 to 46  
48 to 52

**PHONE**  
**RILEY**  
**8421**

**GUARANTEED SUN  
AND TUB FAST!**

*Superb Gingham, Broadcloths  
Linenes, Piques and Gay Prints!*

NATIONALLY FAMOUS "Wirthmors" ... you can take their quality for granted ... right down to the last seam! All fresh, new 1933 merchandise ... just unpacked! Exciting fashion details ... just look at these models sketched from stock! Set your alarm a half hour early so you'll be on hand tomorrow for a spring and summer supply of "WIRTHMORS!" Never before sold in Indianapolis for less than \$1.00! This event, like our recent sale successes, may be imitated, but can not be duplicated in Indianapolis! Come expecting VALUES!

11 BROADCASTS OVER STATION WFBM

BLOCK'S  
DOWNSTAIRS  
STORE

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### MAIL ORDER BLANK

Style					
Size					
Quantity					
NAME					
ADDRESS					

☐ Cash  
☐ Charge  
☐ C. O. D.

**EXTRA SPACE! EXTRA SALESPEOPLE!**