

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 Ginghams, 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

BLOCK'S
DOWNSTAIRS
STORE

MAIL ORDER BLANK

Style				
Size				
Quantity				
NAME				
ADDRESS				

Cash
 Charge
 C. O. D.



EXTRA SPACE! EXTRA SALESPEOPLE!