

Starting Tomorrow

TUNE IN! 9 Radio Broadcasts Over WFBM!

See Pages 5 and 7 for Other Important and Exciting BLOCK'S NEWS!

DOORS OPEN AT 8:45 A. M. Come Early!

PHONE RILEY 8421

Phone and Mail Orders Filled for 2 or more Dresses!

77c

(A) PIQUE. Sizes 14 to 20.

Every Dress is GUARANTEED COLOR-FAST. Another dress if yours fades! Misses' Sizes 14 to 20! Women's Sizes 36 - 44! Extra Sizes, 46 to 52!

Fancy FLOCK DOTS! Basquette WEAVES! Soft, Sheer LAWNS! New Printed SWISS! Gay, Floral PRINTS!

New, Crisp PIQUES! Sheer, Cool VOILES! Fine BROADCLOTHS! Lovely, New BATISTE! Smart Dotted SWISS! Chic IRISH LINEN!

Frocks for neighborhood wear, sports, street, morning and afternoon. Take a look at the ones sketched... these are just a few of the many decidedly smart styles you'll find in this group at 77c!

BLOCK'S—Downstairs Store.

Guaranteed Color-Fast "ALLDAYE" FROCKS

New Spring Styles
Superb Fabrics
Gay Colors

SALE

PRICE

TWO
FOR
\$1.50

New Eleanor BLUES! Cool, Fresh GREENS! Dashing New REDS! Delicate PASTELS! Glowing YELLOWS! Beige! Tan! Brown! Bright, New BLUES!

Small, Large DOTS! New Spring PLAIDS! Popular CHECKS! GEOMETRIC Pattern Spirited STRIPES!

GUMPE EFFECTS! New Cuff SLEEVES! SLEEVELESS Styles! RUFFLE Trimmings! Clever BOW TIES! PLEATED SKIRTS! WHITE Trimmings! NEW NECKLINES!

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(C) PRINT. Sizes 36 to 46.

(D) PRINT. Sizes 16 to 42.

(E) DOTTED SWISS—14-20.

(F) DOTTED SWISS—14 to 20.

(G) DOTTED SWISS—15-42.

(H) MESH CLOTH—16-46.

(I) PRINT. Sizes 14 to 20.

(J) BASQUETTE WEAVE—18-42.

(K) BROADCLOTH. Sizes 14 to 42.

(L) PIQUE. Sizes 14 to 20.

DOWNSTAIRS at BLOCK'S