

BLOCK'S DOWNSTAIRS STORE



RIGHT→
Just fallie crepe
with stunning black
lace satin top and
frills—dust ruffle.

RIGHT→
Go Joan Crawford
in this brown trans-
parent velvet frock
with gardenias
bunched at the
shoulder.

ABOVE ↑
Afternoon frock of
black sheer with
polka dot satin top,
sleeves puffed above
the elbow and dust
ruffle.

RIGHT→
This black satin evening
gown with white pin dot
has drop shoulders with
ruffled decolletage, high
in front, low in back.

Choice of Newest Colors!

Chinese Red	Blackberry	Winetone
Chinese Green	Pansy Blue	Eel Brown
Schiaparelli Blue	Bottle Green	Oxford Gray
Rust	Black	Heather Mixtures

All Brand New Fabrics!

Crepes	Transparent	Rough Crepes
Faillies	Velvets	Sand Sheers
Satins	Taffetas	Sheer Wools

A Host of Smart Styles!

Dinner Frocks	Sport Styles	Jacket Frocks
Street Frocks	Bridge Frocks	Hostess Frocks
Business Frocks	Cocktail Gowns	Evening Gowns

Details that are fashion firsts this season! From the east the Chinese embroideries and metallic effects! From the west the opulence of the famous Mae West! Fur trim! Velvet scarves! Swathed necklines! Sheathe lines! Lace trim! Shirred shoulders! Unusual sleeves! Contrasting fabrics!

BLOCK'S—Downstairs Store.



A Thrilling Dramatization of the Newest Fashions!

BOUGHT A FEW DAYS AGO IN NEW YORK! SHIPPED BY FAST EXPRESS

A Tremendous Purchase Makes These Values Possible!

FASHION SHOW and Sale of 1,250 Brand New Autumn DRESSES

A Sensational 2-Day Event—Friday and Saturday

\$6.95

SEE
MARKET
STREET
WINDOW
DISPLAY

Junior Sizes, 11-17
Misses' Sizes, 14-20
Half Sizes, 16½-26½
Women's Sizes, 38-44
Large Sizes, 46-60

- 250 Dresses Made to Sell From \$10.95 to \$16.50!
- 500 Dresses Made to Sell From \$8.95 to \$10.00!
- 500 Exact Reproductions of Higher Priced Frocks!

We've scoured the markets cleaner than the family washboard and bought exactly 1,250 of these frocks (a large enough quantity to keep the price down)! That's what you've learned to expect of Block's Downstairs Store! We're all swelled up over the scintillating fashions and we're just as proud of the quality as we are of the low price! Start the morning with a woolly wool in one or two-piece styles! Go to lunch or bridge with shoulders that stick up for themselves! Be a shining light in the afternoon dusk in a frock that takes after the Chinese with metallic brocade or rich embroidery! For that very special date after eight you'll bring out the best of your curves in the Mae West gowns, or be sleekly, but inexpensively dressed up in velvet or satin! BLOCK'S DOWNSTAIRS STORE in this great event proves its superiority in bringing you these outstanding fashions at this record-breaking price!

BLOCK'S—Downstairs Store.

RIGHT→
Green woolen makes
this Mickey Mouse
frock with the wing
shoulders and fetch-
ing white pique
bow!

←LEFT
The new pleated
shoulder and Bus-
ter Brown collar are
featured in this
dark blue heather
mixture. The Ascot
tie of white silk
pique.

←LEFT
The season's best
colors, black with
sailing wax red, in
a canton sheer
frock with black
satin trim.

←LEFT
Wrap yourself
up in this black
satin afternoon
frock with the
lattice work
shoulders and
wrap-around
skirt.

A Small Deposit Holds Your Dress in Our Layaway!

Buy now—these fashion-
able frocks are such
outstanding values that
they will brighten your
budget as well as your
wardrobe!

The Place—Downstairs at Block's FASHION SHOWS

The Time—Friday and Saturday!

**10:30 A. M.
12:30 P. M.
2:30 P. M.**

These frocks will be shown on beautiful living models! Drop in and see these outstanding fashions for yourself! Learn the fashion forecast for the coming season as told by an experienced stylist!