

# BLOCK'S DOWNSTAIRS STORE



## Choice of Newest Colors!

Chinese Red  
Chinese Green  
Schiaparelli Blue  
Rust

Blackberry  
Fancy Blue  
Oxford Green  
Black

Winetone  
Eel Brown  
Bottle Green  
Heather Mixtures

## All Brand New Fabrics!

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

## A Host of Smart Styles!

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



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!

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

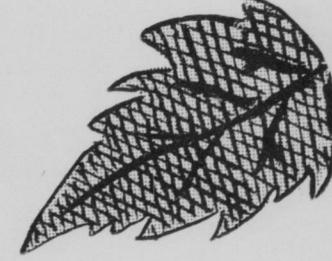
and Sale of 1,250 Brand New Autumn DRESSES

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, 16 1/2-26 1/2  
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 fetching white plaque below!

A Small Deposit  
Holds Your Dress  
in Our Layaway!

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

← LEFT  
The new pleated shoulder and Buster Brown collar are featured in this dark blue heather mixture. The blouse of white silk plique.

← LEFT  
The season's best colors, black with sealing 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.

