

# BLOCK'S DOWNSTAIRS STORE

Tomorrow—Saturday the Second and Last Day of This Thrilling Sale!

## Fashion Show of New Autumn Frocks

Bought a Few Days Ago in New York! Shipped by Fast Express! Daring, Exciting Values!



★ 250 Dresses Made to Sell From \$10.95-\$16.50

★ 500 Dresses Made to Sell From \$8.95-\$10.00

★ Exact Reproductions of Higher Priced Frocks

\$ 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

Sale Price

If Friday the 13th has been your unlucky day and you haven't been able to get down to Block's Downstairs Store for the great Fashion Show and sale of dresses, take advantage of this last opportunity tomorrow! We're just as proud of the styles and the quality as we are of the price! Buy your fall frocks from this great collection and you'll be inexpensively well-dressed from morning to midnight, for designers have copied from higher-priced models the details that are fashion-firsts this season! Block's Downstairs Store again proves its superiority in bringing you outstanding fashions at a record-breaking price!

### Fashion Details Seldom If Ever Found In Dresses at This Very Low Price!

Shoulders that stick up for themselves! Rich embroidery and metallic effects after the Chinese! Swathed necklines! The frilly opulence of Mae West! Sheathe lines! Lace trim! Contrasting fabrics! Unusual sleeve treatments! Satins and velvets on wools! Every fashion detail that is headline news this season is included in this collection!

#### Newest Colors

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

Chinese Red  
Chinese Green  
Schiaparelli Blue  
Peach  
Blackberry  
Pansy Blue  
Bottle Green

Black  
Brown  
Wintone  
Eel Brown  
Oxford Gray  
Heather Mixtures

Crepes  
Failles  
Satin  
Transparent  
Velvets  
Woolens

Taffetas  
Matelasse Crepes  
Rough Crepes  
Sand Sheers  
Sheer Wools

Dinner Frocks  
Cocktail Gowns  
Business Frocks  
Sport Styles  
Bridge Frocks

Street Frocks  
Jacket Frocks  
Business Frocks  
Hostess Frocks  
Evening Gowns

BLOCK'S—Downstairs Store.

Smartest Styles

Well Dressed Women Are  
Turning to McCallum for  
Classic Beauty in Hosiery!

Irregulars of \$1.35, \$1.65  
and \$1.95 Quality

McCallum  
Full-Fashioned  
SILK  
HOSE

McCallum irregulars  
exclusive in Indianapolis  
with Block's Downstairs  
Store.

69c

The sheer beauty of these hose will give added  
chic to your fall costumes! Only an expert  
could detect the slight imperfections . . . but  
you can read a newspaper through a double  
thickness of their gossamer weave! Choose  
McCallum for quality and save on these hose  
that ordinarily would sell for much more! Wo-  
men's and misses' sizes 8½-10½ in the new  
and favorite fall shades. BLOCK'S—Downstairs Store.

Continuing Our Sensational Sale of Thrilling Hat Fashions!

## Sale! Smart New Hats

In Three Outstanding Price Groups! Don't Miss These Great Values!

Another Group  
Special For

\$1.44

94c

Another Group  
Special for

\$1.94

We've rushed these hats from the leading markets to have them for this great event! Every one is a brand new style just unpacked from the tissue paper! Clever feather and metal clip trim have unexpected dash! Pointed crowns and scoop brim are particularly becoming! Wear these winners without straining the family budget! Women's and misses' regular and large headsizes in the new flattering fall shades!

Shaggy Wools Medium Brims Tucked Turbans Matrons' Styles  
Flattering Felts Wide Brims Sauté Sailors Misses' Styles  
Wool Crepes Knitted Novelties Chic Cloches Smart Velvets

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### School Tams, Berets

Women's and Misses' Headsizes

59c

Basque berets! "Skylarks" toques! Girlish knits with roll brims! Buy several of these to wear gaily to class this winter!

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