

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

Chinese Red
Chinese Green
Schlappereil Blue
Rust
Raspberry
Pansy Blue
Bottle Green

Latest Fabrics

Black
Brown
Wintone
Eel Brown
Oxford Gray
Heather Mixtures

Smartest Styles

Crepes
Falls
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
Hostess Frocks
Evening Gowns

BLOCK'S—Downstairs Store.

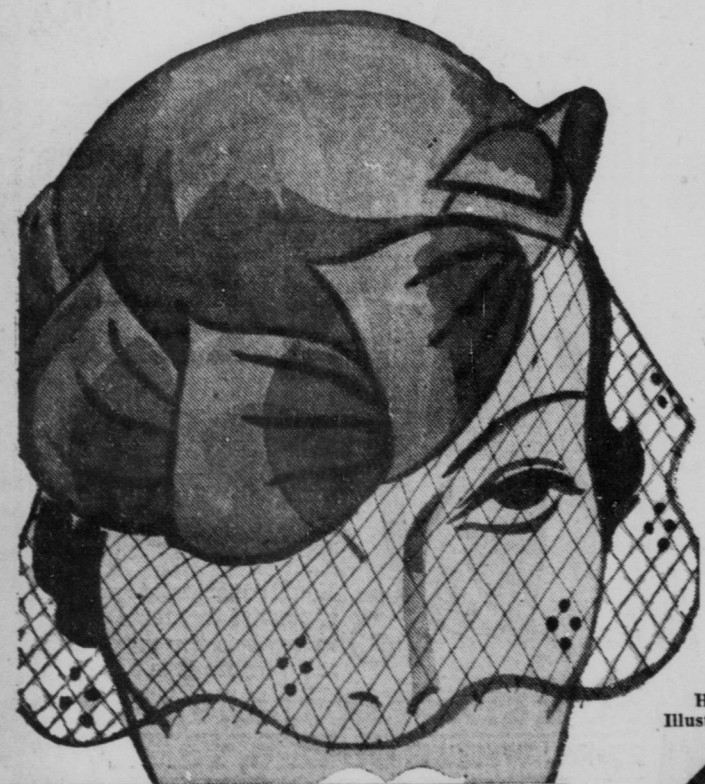
The Place—
Downstairs at Block's
FASHION SHOWS
Saturday
10:30 A. M.
12:30 P. M.
2:30 P. M.

See these marvelous frocks!
Learn the fashion forecast
for the coming season as
told by an experienced
stylist!

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

94^c

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 Sauty Sailors Misses' Styles
Wool Crepes Knitted Novelties Chic Cloches Smart Velvets

BLOCK'S—Downstairs Store.

Hats
Illustrated
\$1.94

School Tams, Berets

Women's and Misses' Headsizes

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

59^c

BLOCK'S—Downstairs Store.



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 are
exclusive in Indianapolis
with Block's Downstairs
Store.

69^c

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! Women's and misses' sizes 8½-10½ in the new and favorite fall shades.

BLOCK'S—Downstairs Store.

