

BLOCK'S DOWNSTAIRS STORE

Thrilling News! Right Out of New York and Down the Fashion Runway!

FASHION SHOW AND SALE!

NEW EASTER Promenade DRESSES

You'll Lead the Easter Parade In These "Hollywood Fashion Hits"!

Colors luscious enough to melt in your mouth . . . copies of fashions worn by such queens of the screen as Bebe Daniels in "Counselor-at-Law," Gracie Allen in "Six Of A Kind," Constance Cummings in "Looking For Trouble," and Sally Blane in "Advice To The Lovelorn." The crisp finishing touches are heart winners . . . fresh polka dotted linens edged with rick rack on dark frocks . . . rainbow mouseline de soie, crisp and feminine . . . clinging chiffons to stagger the stag line . . . colorful tailored prints with swagger coats . . . slenderizing frocks in neat patterns, many without the tiresome surplice! Never before have we had such a collection of frocks for you and yours . . . no matter whether you're tiny enough to wear a size 11 or large enough to take a 54! So certain have we been that you'll go for these Easter frocks that we've wired to New York for 500 more! They'll be ready and waiting Friday . . . every one tagged at just \$6.95 in the best-looking collection we've ever been able to offer at this low price! That's why Block's Downstairs Store holds such a dominant position in the fashion minds of thrifty Indianapolis women!

BLOCK'S—
Downstairs
Store.

\$ 6.95

USE OUR
LAYAWAY
PLAN!



SIZES:
Junior, 11 to 17
Misses', 14 to 20
Halfs, 16½ to 26½
Women's, 38 to 44
Ort Sizes, 46 to 54

These Frocks Will Be Shown Tomorrow
On Living Models in Three

FASHION SHOWS
10:30 A.M. 12:30 P.M. 2:30 P.M.
In Block's Downstairs Store

See the most outstanding of these fashions worn by our models with matching accessories, also on sale in Block's Downstairs Store.



A seductive clinging chiffon with Empire waistline, long full sleeves, and soft ruffle at throat!

Check the slit three-quarter sleeves, and the white hug-your-throat ruffle of this black and white striped taffeta.

Follow the frill for fashion in this rose bloom moss crepe with the double organdy frill at throat and side!

A red linen polka dot collar and jabot edged with white rick-rack on a black rough crepe frock!

A navy polka dot with a high yoke and a frill of organdy and satin round the throat!

A Host of Gay Easter Colors!

Honeycomb Beige
French Nude
Peppermint
Tiger Lily
Aquarelle
Rose Bloom
Bird's Eye Blue

Bon Bon
Tea Rose
Navy Blue
Chamois Beige
Gown Gray
Shore Beige
Mushroom

Caramel
French Chocolate
Friar Brown
Cafe Noir
Navy
Black and White
Print Combinations

New Fabrics and Fashions!

Bedford Sheers
Moss Crepes
Tulip Prints
Printed Sheers
Silk Crepes
Sport Plaid Checks
Satin Polka Dots
Tucked Chiffons
Canton Crepes
Ribbed Sheers

Acetate Crepes
Squadron Stripes
Tea Time Frocks
Waltz Time Frocks
Jacket Frocks
Coat Dresses
Prints with Swagger
Coats
"Blessed Event" Frocks
Cocktail Crepes
Sport Frocks

Pleated Berthas
Mousseine De Soie Trim
Queen Christina Collars
Windblown Skirts
Shawl Effect Sleeves
Pleated Accordion Bows
Jacquard Ties
Polka Dot Scarfs
Rick-Rack Trim
Stiff Linen Collars

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