



Actual Photograph of Crowds Attending the Annual Daffodil Dress Sales in Block's Downstairs!

SENSATION

Tomorrow in Block's Downstairs
Purchase of 16 Beautiful New

22,796

"Daffodil" Wash Frocks
Were Bought by Thrifty
Women . . . in Block's
Downstairs Store in

1932

See Our
Market Street
Windows

No. 750
14-20

SIZES 14 to 20
36 to 52

Daffodil

GUARANTEED COLOR FAST!

Fashion—Variety and Quality Set

SMART DETAILS!

- Crisp Organdy Trim
- Contrasting Self Trim
- Dainty Linene Trim
- Contrasting Tape Trim
- Ruffled Ascot Ties
- Organdy Yokes
- Crisp Bows at Throat
- White, Contrasting Ruffles
- Trim Contrasting Lapels
- Big Button Trim
- Jumper Effects
- Eton Jacket Effects
- Collars Tied at Throat
- V, Square and Round Necklines
- Lots of Sleeveless Styles
- Many With Tiny Sleeves

MAIL ORDER BLANK

Wm. H. Block Co., Indianapolis, Ind.

Style	Quantity	Size	Color

Name

Address

☐ C. O. D. ☐ Charge ☐ Cash

Don't Miss This Sale! Buy a

22,796 buyers in 1932 . . . 37,542 buyers in 1933 are proof of the increasing demand for these frocks. "I bought three last time, now I want more!" Another said, "I looked so good in these frocks that I didn't want some more of those good-looking dresses this summer. I want fast colors, the workmanship and most certainly the low price which will enable me to spend the summer in 'Daffodil' frocks! And to this end, we've planned this sale. We are able to offer these praise-worthy frocks in an amazing sale that will set a new record for our 1934 wash frock values!"

BLOCK'S—Downstairs

Block's Downstairs

