

# NATIONAL SALE

ers Store! A Tremendous Special  
Advance Summer Styles in

## Wash Frocks

A NEW DRESS IF YOURS FADES

from Equaled at This Low Price!



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

37,542

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

1933

See Our  
Market Street  
Windows



No. 751  
14-20

SIZES 14 to 20  
36 to 52

### COLORS and PATTERNS!

- Posy Prints
- Geometric Prints
- Vari-Size Checks
- Gay Plaids
- Daisy Prints
- Many Polka Dots
- Green and White
- Beige and Rose
- Orchid and Gold
- Brown and White
- Red and White
- Blue and Rose
- Green and Maize
- Maize and Brown
- Tan and Maize
- Blue and Gold
- Maize and White
- Light Blue and Navy
- Rose and White

PHONE  
**RILEY**  
8421

For Orders of  
2 or More  
Wash Frocks

If you can't come in  
person, call Riley  
8421! Ask for the  
style you want by  
number!



No. 752  
14-20

No. 755  
14-20

No. 762  
38-44



No.  
757  
14-20

No. 756  
14-20

No. 758  
14-20

No. 759  
38-52

No. 756  
14-20

No. 760  
38-44

Place Yours  
in Layaway

Buy two or more of these frocks and let  
a small deposit hold them in our layaway!

### Summer's Supply! Save!

Popularity of Daffodil frocks! One woman told us last year, "I in those dresses that when my husband read of your sale, he asked . . . These women have learned to prefer the crispness, the gay nade "Marcella" prints famous! This year we want 45,000 women d for months with a prominent dress manufacturer! Again we bines flattering style, excellent quality and fine workmanship at a

airs Store

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