

# Block's DOWNSTAIRS STORE

We Combed New York Markets to Bring You the Most Outstanding

# GAY WINTER FROCKS

Including Formals, Dinner Frocks,

Afternoon, Football and Business Frocks!

(Below) A hammered satin formal in black with the "swing" skirt and jacket in black and white cord.



Junior Sizes, 11-17  
Misses' Sizes, 14-20  
Women's Sizes, 38-44  
Stout Sizes, 46-50  
Half Sizes, 16½-26½

*Matelasse Crepes*   *Transparent Velvets*   *Taffetas*  
*Hammered Satins*   *Acetates*   *Novelty Wools*  
*Plaid Metallics*   *Alpacas*   *Kind Lady Crepes*

These DARING SALE SPECIALS WILL DO THINGS TO YOU! The formals and velvets flash out in luscious wines, cerises, sapphires as well as blacks! The tailored day things step out in the "swing" rhythm . . . with full swirling skirts, with tunics, with NEW FUR TRIMS! Wools are so soft they seem like silks! Silks are so nubby they look like wools! Rich jeweled clips relieve that tailoredness of street frocks! Color runs riot in every type! WHAT MORE COULD YOU ASK AT A DARING SALE PRICE! THIS COLLECTION EMBODIES SMART STYLING . . . EXCELLENCE OF FABRIC AND LOW PRICE. . . A THREESOME THAT'S TYPICAL OF EVERY VALUE FROM BLOCK'S GREATER DOWNSTAIRS STORE.

*Grape*   *Aqua*  
*Rust*   *Green*  
*Peacock*   *Bluetone*  
*Pumpkin*   *Maize*  
*Camel*

ESCALATORS to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

\$6.60

*Black Brown Duotone*

(Left) Black fur trim this tailored street frock of black Alpaca.

(Left) A black satin crepe for dining and "bridging."

A Greater Daring Value From Block's Greater Downstairs Store

## DRESSES

SIZES:  
11 to 17  
14 to 20  
38 to 44  
46 to 50

\$3.60

*Jacquard Crepes*  
*Embossed Crepes*  
*Matelasses*  
*Novelty Woolens*  
*Challis Prints*  
*Paisley Prints*

One of our most complete assortments for every daytime occasion! One-pieces! Two-pieces! Jacket frocks! Eton effects! Darling fitted Princess styles and TUNICS! In Black, Brown and all the new shades.

Escalators to the Wide Aisles in Block's Air-Conditioned Downstairs Store.

Plenty of Well-Lighted Fitting Rooms for Your Convenience!