

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 sat-
 in formal in
 black with the
 "swing" skirt
 and jacket
 trimmed in
 white cord.



Junior Sizes, 11-17
 Misses' Sizes, 14-20
 Women's Sizes, 38-44
 Stout Sizes, 46-60
 Half Sizes, 16½-26½

Matelasse Transparent Taffetas
 Crepes Velvets Novelty Wools
 Hammered Acetates Kind Lady
 Satins Alpacos Crepes
 Plaid Metallics Satin 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 trims this
 tailored street
 frock of black
 Alpaca.

(Left) A black
 satin crepe for
 dinner 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-piece! Two-piece! 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.



(Left) A tunic
 rock of black
 and Lady
 crepe with
 draped neck-
 line.

Plenty of Well-Lighted Fitting Rooms for Your Convenience!