6. Click Toggle at right of 'Block sites...'

Flash

Your Flash settings will be kept until you quit Chrome.

Block sites from running Flash (recommended)

click here

to get 'Ask First'.

Your Flash settings will be kept until you quit Chrome.
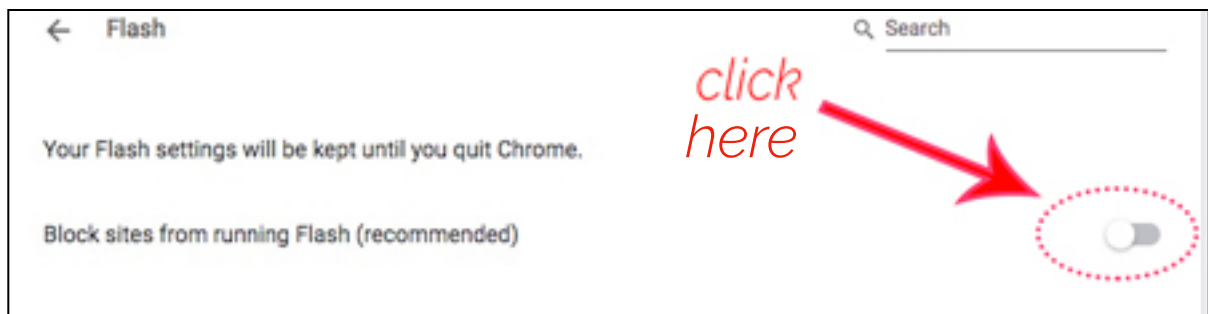
Ask first

this is what you want
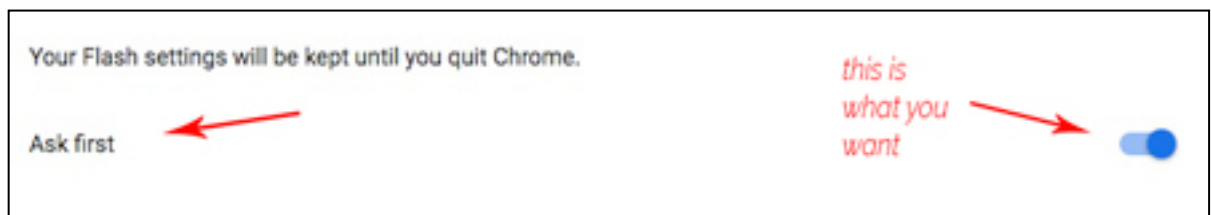
You are done!

Ever get the feeling Google are trying to make this a bit difficult?