

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE



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STYLE				
QUANTITY				
SIZE				
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Quality Cottons You'll Love! Tomorrow...In a Great Sale! 10,000 'Happy Home' Frocks

- Piques
- Sheers
- Percales
- Batistes
- Gingham

TOMORROW the greatest wash dress sale in our history will start... with 10,000 brand new, spic and span "Happy Home" wash frocks. A sale sensation that will fill your utility dress needs from now through summer! Never before, we believe, have the patterns been so full of sparkling gayness, so vibrant with colors that match the rainbow, nor the fashions so thrillingly authentic... so stunningly smart! It's the sale of sales; and not for all the rice in China can you afford to miss it! Sizes for misses, 14 to 20; for women, 38 to 44; for larger women, 46 to 52.

- 1934 Styles for—
- Street
 - Home
 - Sports
 - Business
 - Vacation Wear

Look for These 1934 Fashion Highlights In This Marvelous Group of Dresses

"Cotton's in Fashion As Never Before"

Cottons are definitely IN fashion... sponsored by the world's style centers: Paris, New York, Hollywood!

"Patterns Inspired by Czecho, Tyrol, Basque"

Strong, clear and fresh patterns made famous by the peasantry of Czecho-Slovakia, the Tyrol, the Basque lands.

"Gay Peasant Colors of Russia to Mexico"

The bolder, the better; the brighter, the smarter! From quaint hues to sturdy shades, colors that will thrill you!

\$1⁰⁰

"Ginghams, Piques and Sheers Lead in Fashion"

So say the fashion authorities, and here they are... with the smartest of all trimming touches... Organdy!

"Cottons Will Be Worn Everywhere This Summer!"

All the world is happy to hear that cottons are now accepted for town, street, sports, home, and vacation!

"Cotton Is Practical. That's Why Women Love It!"

So much cooler than silk! So easily washable... and, of course, cleanliness means coolness! So utterly smart!

Order By Mail or Phone—Call RI. 9441!

Colors Are
Tub-Fast
and
Sun-Fast!

Exclusive
With Ayres
Downstairs
Store!

