

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE



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

- Piques
- Sheers
- Percales
- Batistes
- Gingham

TONIGHT 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!

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