

Style and Value Hit of the Season



No. 1795
Navy
Rust
Turquoise
Sizes 14 to 42

No. 1788
Turquoise
Yellow
Crustacea Pink
Sizes 14 to 20

No. 1792
Red
Brown
Green
Sizes 14 to 42

No. 1793
Blue
Brown
Green
Sizes 14 to 42

No. 1790
Yellow
Lavender
Turquoise
Sizes 14 to 20

No. 1784
Coral Rust
White
Chartreuse
Maize
Porcelain Blue
Nile
Sizes 12 to 20

The center photograph shows GINGER ROGERS in Style No. 1794 — an adorable shirtmaker style for street or sport. Colors: Chartreuse, Aqua, Shell Pink. Sizes 14 to 42.

Sizes for Every Woman!
12-14-16
18-20-38
40 and 42!

No. 1785
Rose
Green
Blue
Sizes 12 to 20

No. 1786
Black
Blue
Brown
Sizes 12 to 20

No. 1787
Navy
Brown
Wine
Sizes 14 to 20

No. 1791
Chinook
White
Chartreuse
Maize
Porcelain Blue
Nile
Sizes 14 to 20

No. 1789
Gold Yellow
Blue
Chartreuse
Sizes 14 to 20

Vivid Colors!
Here's a vivid Hollywood rainbow of new fashion-bright hues—Mediterranean blue, aqua, chartreuse, shell pink, gold yellow, sherry wine, Kelly green and an array of lovely pastel shades.



Ginger Rogers FASHION FROCKS \$3.00

Hollywood Creations of Washable Malibu Crepe in Crown Yarns

The Ginger Rogers Dresses are the latest fashion sensations—full of life, full of song, full of irresistible "Ginger."
And they're the value hit of the season, too. Just imagine... smart, sophisticated Ginger Rogers dresses at such a low price! Come one! Come all! You must see them... they're so smartly tailored in Malibu Crepe!—they're so brightly colorful—and they're so adorably styled a la Ginger Rogers... that you must get at least two in your favorite color and the style you like the best!
You'll wear them all spring and summer for Sport, Street, Home and Office...for here...for there...for everywhere! Don't miss this event!

These exclusive GINGER ROGERS dresses are for sale in Ayres Downstairs Store

Extra space! Extra salespeople! Extra telephone operators. Come early if you can—or you can mail or phone us your order—

Call RILEY 9441!

MAIL ORDER BLANK					
STYLE		COLOR		SIZE	
1st Choice	2nd Choice	1st Choice	2nd Choice		
Name					
Address Town					
<input type="checkbox"/> Charge		<input type="checkbox"/> Cash		<input type="checkbox"/> C. O. D.	

Style Details!
Style details that spell Hollywood from hem to collar—faggoting, embroidery, insets—clever shirtmaker touches—chic buttons, buckles and trimmings—sporty action backs—and each dress is gracefully and youthfully styled.

AYRES ★ DOWNSTAIRS ★ STORE