

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Shop in ... **AIR-COOLED** ... Comfort!

No. 1964  
Yellow  
Flesh  
Blue  
Pink  
12-20  
↓



No. 1968  
Yellow  
White  
Flesh  
Aqua  
12-42  
←



No. 1966  
Yellow  
White  
Blue  
Pink  
12-20  
←



No. 1965  
Blue  
Flesh  
White  
Pink  
Sizes 12-20  
←

## A Brilliant June Fashion Event Begins Tomorrow—Promptly at 9:30! Spectacular Sale! 1500 New Washable Acetate\* Crepe Frocks

6 Different  
Summer Styles!

**\$2**  
Each

Choice of 7  
Smart Colors!

In Ice-Cool Pastel Colors for Summer, Sun and Sports!

Never, never, never, have we offered such thrilling summer fashions at such a dazzling low sale price! They're cool, smart and washable... perfect fashions for street, for sports, for office, for afternoon, for lake and vacation wear! Choose from 6 different styles and 7 ice-cool pastel colors! Sizes for women and misses... 14 to 20 and 38 to 42! For your convenience... to make it easy for you to select YOUR STYLE, we've located these fashions at the foot of our Washington Street Stairway.

★ Made of famous REX ACETATE — Containing CELANESE YARN!

• Sizes for every one! 14 to 20—38 to 42!

• Remember—These dresses are located at the foot of our Washington Street Stairway!



RILEY 9441!  
All Phone Orders  
Are Promptly Filled!

### Colors & Style Details:

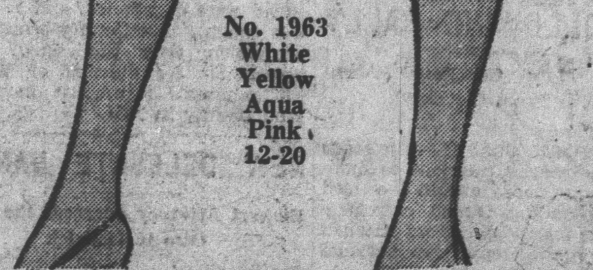
Lustre White Powder Blue  
Floral Pink Aqua  
Sun Tan Flesh  
and Canary Yellow!

Wooden Buttons Glass Buttons  
Short Sleeves Cape Sleeves  
Scarf Trims Kick Pleats

No. 1967  
White  
Flesh  
Aqua  
Pink  
12-42  
→



No. 1963  
White  
Yellow  
Aqua  
Pink  
12-20



### MAIL ORDER BLANK

L. S. AYRES & CO.,  
INDIANAPOLIS, IND.

Please send me... washable Acetate Dresses  
at \$2.00 each.

STYLE NO.	SIZE	COLOR (1st Choice)	(2nd Choice)

NAME .....

ADDRESS .....

CITY .....

☐ Charge ☐ Cash ☐ C. O. D.