

The "BUY WAY" of Indianapolis AYRES A DOWNSTAIRS A STORE

TOMORROW AT 9:30! A Dramatic Selling of 1200 New



Summer Daytime Frocks

14 Entirely New and Different Styles In Fabrics and Patterns Usually Found in \$1.69 Dresses! Sunback or Sleeveless Models! Floral-Garden or Persian Prints!



At Last! A Rayon Slip
You've Been Waiting Years For!
"Fruit of the Loom"
"DAWN DU" SLIPS
of RAYON CREPE

\$1.29

- 4-Gore and Bias Models! • Deep Shadow Panels!
- Adjustable Straps! • Lace or Tailored Styles!
- Tealose or White! • Sizes 32 to 44!

Just imagine beautiful crepe slips in the fabric you have known for years. Like all "FRUIT OF THE LOOM" fabrics, washability and durability are above question. The slips are finely made, with deep shadow panels, and all the features of much more expensive types. Their smart styling emphatically belies the low price. A rayon crepe slip true-sized and cut thru the hips. Sizes 32 to 44.

Downstairs At Ayres

**Mail or Phone
Your Order RI 9441**

\$1.29

- 6 Styles in Sizes 14 to 20!
- 6 Styles in Sizes 38 to 44!
- 2 Styles in Sizes 46 to 52!

Guaranteed as Advertised in Good Housekeeping—

- FOR WORKMANSHIP!
- FOR SIZE!
- FOR FABRICS!
- FOR COLOR!

Summertime, the sun beating down for day after day... temperatures above the 90 mark... YOU swelter and try to keep cool at home, at work, at play! With these thoughts in mind we set out to bring you the coolest, smartest and gayest summer styles in famous "Fruit of the Loom" cotton daytime dresses. We succeeded, as the 9 different styles shown here will tell you! Sunback, sleeveless and swing styles... styles for street, for shopping, for vacation, for outings and for work! Every dress with details, workmanship and trims of the expected "Fruit of the Loom" quality! And there is a style and size for every woman under the sun... sizes 14 to 20, 38 to 44 and 46 to 52!

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