

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)



A Dramatic SALE of Authentic HOLLYWOOD FASHIONS

Rayon Crepe Dresses—Created in HOLLYWOOD—

Made to Sell for Much More!

Tomorrow, in our THRIFTY-PRICE DRESS SECTION a fashion opportunity that'll sweep you off your feet! An opportunity that comes, perhaps, once in a blue moon! Summer weather came late . . . the manufacturer out on the Coast wanted to clear his stocks . . . two weeks ago he contacted our store and offered us this fashion scoop! We were convinced that this was suited for your summer ahead . . . and placed orders for 1200 dresses . . . all made to sell for a much higher price than our sale price! Come tomorrow, this will be a drama packed event . . . be here at 9:30!



Style No. 600. "Candid Camera" print. Colors in butterscotch, yellow, dubon, navy, white. Wallis blue, dusty rose, desert rose, and summer green.

Style No. 607. "Days of Fashion." Colors in Walls blue, cool brown, light navy and summer green.

Don't Let Anything Stop You! If You Can't Come In, PHONE RI-9441, or Mail Your Order

L. S. Ayres & Co., Indianapolis, Ind.
Please Send Me . . . HOLLYWOOD Dresses at \$3 each.

NAME

ADDRESS

CHARGE CHECK C. O. D.

Quantity	Style No.	Color	Size	2nd Color Choice

Style No. 608. "Merry-Go-Round." Colors in navy, leaf green, desert sand, white, red and dusty rose.

Style No. 612. "Lancer" Colors in white or navy.

Style No. 613. "Spec-tator" Colors in white, aqua, white and yellow.

Style No. 605. "Ship Ahoy." Colors in white or navy.

Style No. 617. "Say It With Flowers." Colors in summer brown, summer green, dusty rose, buttercup yellow and white.

**Choose From 16 Smart Styles
in Our Thrifty-Price Section!
Styled With Dash and Zest—
Glorious Colors and Unusual
Patterns—Sizes 12 to 20 Only!**

From the style center of the world—from the land of the movie stars we bring you these authentic Hollywood Fashions, exclusive in Indianapolis with Ayres Downstairs Store! Styled with an eye to detail, with nice hems, unusual trims! Made in new and entirely different print patterns, polka dot, pastel, navy or white colors! Styled for sports or dress, for street or office, for vacation or travel! For junior-misses and misses who wear sizes 12 to 20!

Thrifty-Price Dress Section, Ayres Downstairs Store