

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

(REGISTERED)

A Dramatic SALE of Authentic HOLLYWOOD FASHIONS

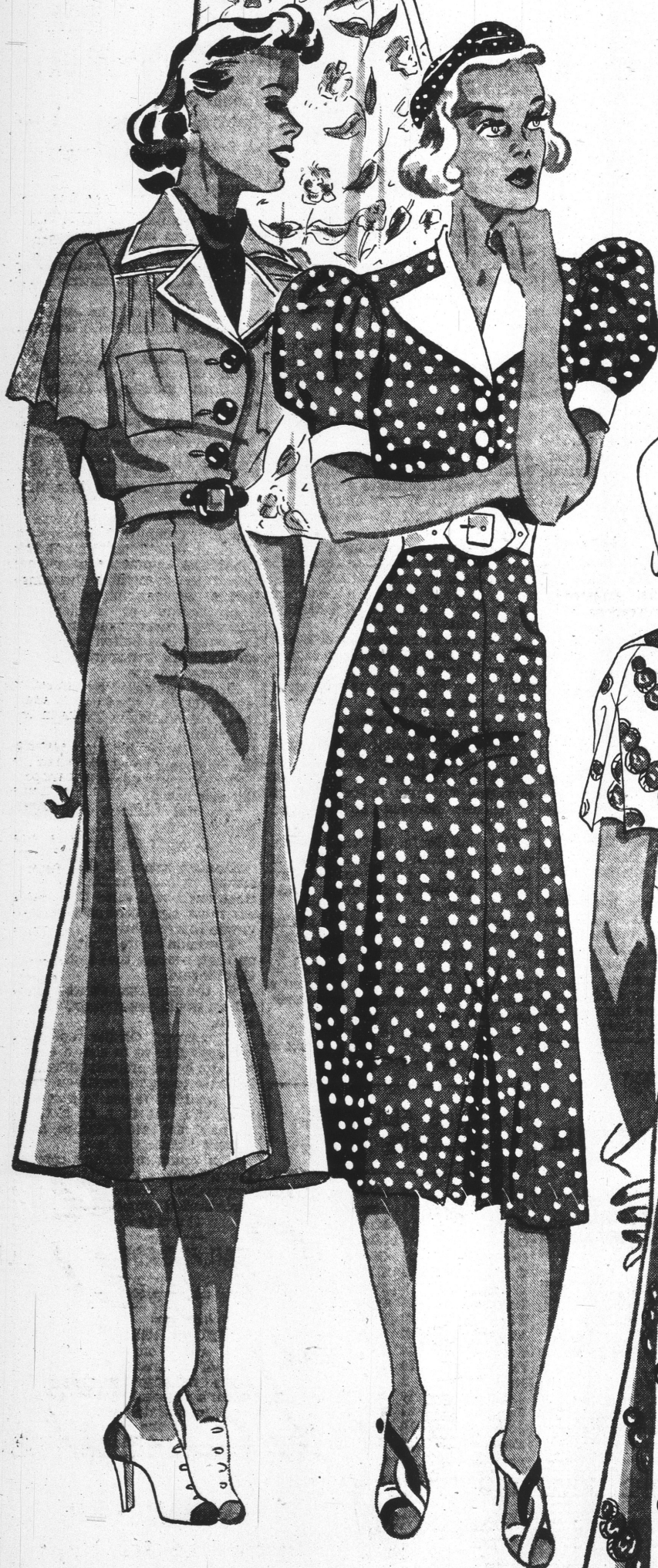
Rayon Crepe Dresses—Created in HOLLYWOOD—
Made to Sell for Much More!

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!

\$3.00

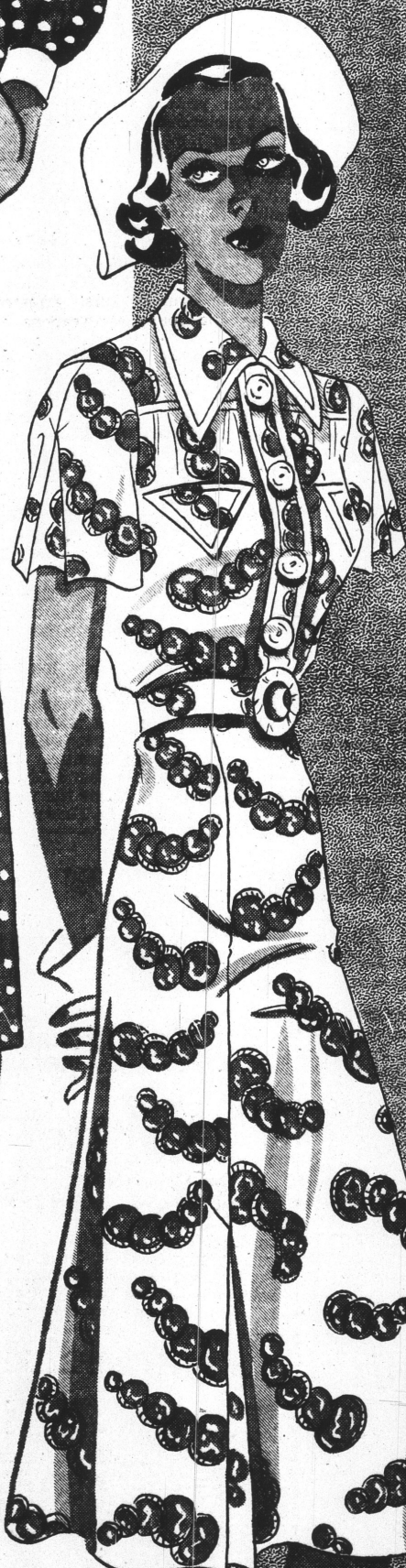


Style No. 600.
"Candid Camera"
Print. Colors in
brown, blue or
green with white
background.

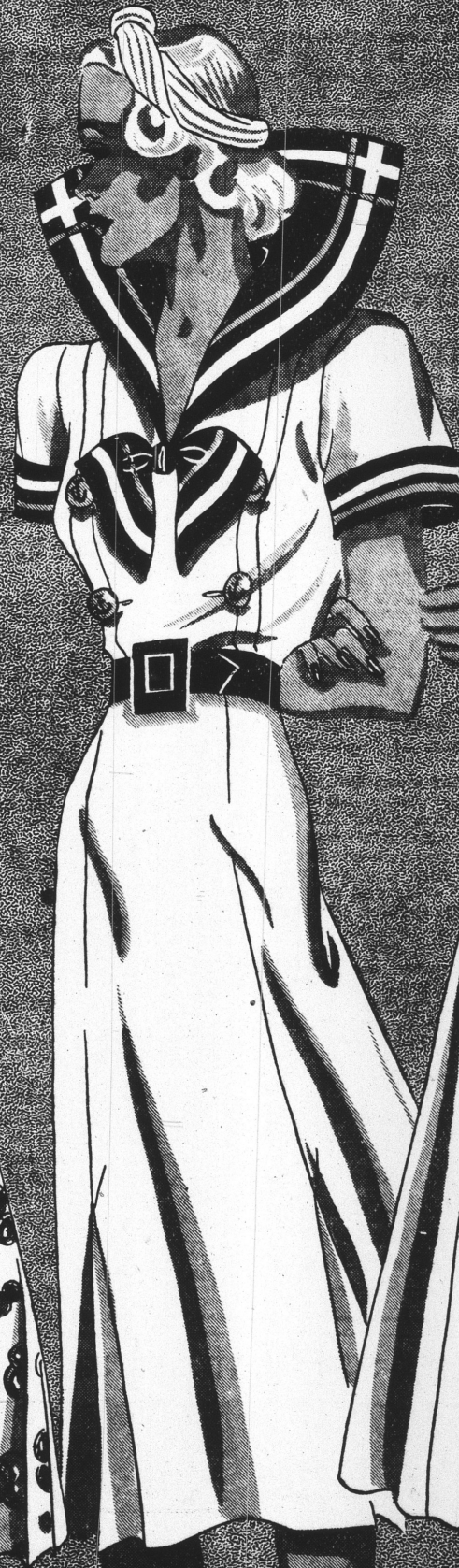


Style No. 602. "Tailored Maid" plain
crepe. Colors in flesh, white, aqua
and yellow.

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



Style No. 608.
"Fifty and
You" Colors in
Wallis blue, light
navy, leaf green,
desert sand
white, red and
dusty rose.



Style No. 613.
"Anchors Aweigh"
Colors in white or
navy.



Style No.
604. "Spec-
tacular"
Colors in
white, aqua, flesh
or yellow.



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



Style No. 619.
"Maharajah"
Print. Colors
in buttercup
yellow, dubu-
nni, white,
Wallis blue,
dusty rose,
desert sand
and summer
green.



Style No. 617. "Say It With Flow-
ers." Colors in summer brown,
summer green, dusty rose, butter-
cup yellow and white.

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

Choose From 16 Smart Styles
in Our Thrifty-Price Section!
Stylish 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