

to Ayres Downstairs Tomorrow . . .

Where You Can SHOP IN COOL COMFORT!

Ayres' Downstairs Store's customers are HONORED GUESTS! When they come to us we do all in our power to TREAT them as honored guests! For instance, we "control the weather" in our big Downstairs Store—to make it just right for greatest comfort! Neither "heat" nor "humidity" is a problem here! In addition our "guests" are never crowded—in spite of tremendous numbers of "guests" who visit us each day. Wide, spacious aisles, is the answer! Why not do ALL your shopping—in the ONLY store which considers YOUR COMFORT!



Tomorrow at 9! These . . .

Hot-Weather Frocks AT A COOLING PRICE!

\$3.00

IN OUR LOWER-PRICE DRESS SECTION

Don't swelter and stew in dresses that were made to be worn in winter time! It's so unnecessary when such lovely frocks are yours for such a LOW PRICE! There are styles for nearly every summer occasion! Styles for women, misses and larger women! Sports styles, dressy styles, frocks for business and for street wear! All nicely made of quality materials—and properly sized—14 to 20 and 38 to 52.

- Flat Crepes
- Rough Crepes
- Printed Crepes

- Linens
- Piques
- Shirtings

—Downstairs at Ayres



A—A black linen golfing frock with deep sun-tan back; surplice style both front and back. Large buttons at shoulders.

B—Very fine shirting with woven brown pin-stripes is the fabric in this smart two-piece beltwaist frock!

C—This sleeveless flat crepe frock is spotless white—with a clever military-looking cape in navy blue rough crepe.

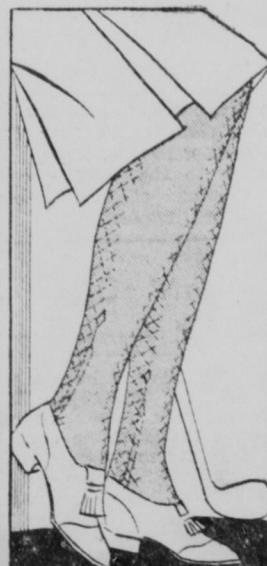
D—A flower garden print on blue sheer crepe. Made with tiny puff sleeves and Ascot jabot edged with white.

E—A smartly man-tailored linen suit in natural color; kick-pleated skirt and double-breasted jacket. Durable quality.

JUNE SALE of Lisle Sports Hose FULL FASHIONED

At the Lowest
Price We Know Of!

39c



Fashion says: "Wear cotton hose with your cotton sports frocks!" Here they are—at by far the lowest price we know of! They are fine mercerized lisle stockings—every pair FULL FASHIONED—in especially good looking mesh patterns! In a good assortment of wanted colors. Every pair is strictly FIRST QUALITY. Sizes 8½ to 10.

—Downstairs at Ayres

These Hot-Weather Wash Dresses

Will Keep You Cool!

59c



Printed Sheers • Polka dots
80x80 Prints • Organdy
Floral Prints • Lace Trims
Geometric Prints • Self Trims

Dozens of cool, crisp looking summer styles to choose from in this exceptional group of wash frocks! Every dress superior in quality—full cut—and guaranteed fade-proof. Dresses for youth—and youthful styles in matron sizes.

—Downstairs at Ayres

Just When You NEED Them!

Fine WHITE Fabrics In a Great JUNE SALE!

19c YARD

- White Seersucker
- White Diagonal Pique
- White Pique Voile
- White Rayon Dimity
- White Mesh Weaves
- White Jacquard Rayons
- White Eponge
- White Rayon Satins
- White Nub Crepe
- White Novelty Crepe
- White Organdie
- White Seed Pique Voile
- White Diamond Check
- White Checita Batiste
- White Checked Oxford
- White Pique—Wide or Narrow Wale
- White Novelty Pique

Be ready for a big rush—promptly at 9 tomorrow morning! Indianapolis hasn't seen an event like this in years! Especially in a year when WHITE is such an overwhelming favorite. Every yard of these fine fabrics is NEW—in the most wanted weaves—and you can secure most any quantity you want—at a TREMENDOUS SAVING!

—Downstairs at Ayres.

CLEARANCE!

Fine Spring and Summer

FOOTWEAR

\$1.69

This is a final clearance of ALL our higher priced spring and summer shoes (except white). Just 750 pairs at these drastically reduced prices. Included are straps, pumps, ties! Perforated, punched and laced styles! In black, blue or beige. High or Cuban heels! AAA to C widths, but not in every style.

—Downstairs at Ayres

MESH UNDIES

For Larger Women!

39c

This is an exceptional offering from Ayres Downstairs Pantry . . . cool stepins and panties . . . made of extra good quality rayon . . . with generous size inserts of rayon mesh! Band or flared knee! Tailored or lace trimmed. Sizes for larger women.

—Downstairs at Ayres



SALE! New Sports Hats

- Stitched Crepe!
- Wide Wale Pique!
- Satin-Dot Pique!
- Pure Linens!
- Cotton Mesh!
- Novelty Fabrics!

- Sports Brims
- Sailors

Friday, for the first time, we present a brand new purchase of utterly smart sports hats! Hats for ladies who take their sports seriously! Hats for those who prefer to watch the "exertions" of others! Brims range from one to three inches wide. Mostly WHITE—but also a good selection of wanted pastels, navy and brown.

—Downstairs at Ayres

69c

AYRES' DOWNSTAIRS STORE