

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE



Brimmed Hats

Are Sale Priced Friday!

- Little Brims
- Medium Brims
- Wagon Wheels

\$1.00

White
Red
Black
Navy
Beige
Powder Blue
Green
Pink
Brown
Maize
Gray

To think of summer is to think of brims like these. And BRIMS means Ayres Downstairs Store's millinery department to smart women . . . for here they find every new brimmed fashion . . . in every smart gay summer color . . . in smart and fashionable straws, felts or crepe fabrics. Just one dollar buys you a summer full of chic . . . wisely spent isn't it?

—Downstairs at Ayres.

New WHITE Shoes

\$1.99
PAIR

Choose from 5 styles in white shoes . . . every pair worth lots more than this low price. Pumps, straps, closed ties, open ties in sizes 3 to 9, widths AA to C. High or Cuban heels. All leather soles. White horse kid uppers. The workmanship and styling is perfect.

—Downstairs at Ayres.

American Oriental 9x12 RUGS

These American Orientals have a soft silkiness that is usually connected with very high priced hand-loomed orientals. They are thick, have fringed ends and the colors are woven through to the back. Every rug is perfect . . . choice of 12 new 1934 patterns to select from.

\$29.95

★
WAFFLE

All-Hair Rug Cushion

This rug cushion will protect the life and beauty of your rug. It's made of all-hair with the waffle design. Size 9x12 or 8x10 at this low price.

—Downstairs at Ayres



Make Your Own
Summer Frocks!

PRINTED Silks or Rayons

69c YARD

Fancy finding a bargain like this at the beginning of the summer sewing season. Just another reason why Ayres Downstairs Silk department is the headquarters for all smart women. This grand group of silks and rayons has a wide selection of patterns and colors, including dots, stripes, plaids and florals.

Nearly Any Color You Want!

All-Silk Flat Crepe

59c
YARD

Make your new silk blouse or summer frock from this all-silk flat crepe, bargain priced! Full bolts—wide color range including navy, white, the new blues and many pastels.

—Downstairs at Ayres.

Women's First Quality "Buster Brown" Silk Hose Only **39c** Pair

Women choose these because they're so serviceable and yet have lots of fashion. Service weight quality with pure silk leg, lisle hemmed top with picot edge. The foot is fully reinforced. In all the popular new shades for late spring and summer.

Children's "Buster Brown" Anklets — 19c Pr.

Keen looking anklets of durable cotton. Select several pairs in smart pastel shades of all the popular colors. Some irregulars in the group . . . all low priced for slim budgets.

—Downstairs at Ayres.

Women's Muslin Slips

to Wear With
Wash Frocks

39c

Serviceable muslin slips with bodice top and hip pleats. Some have the built-up shoulder straps. In the regulation house dress length that most women prefer. Flesh or white. Sizes 36 to 52.

—Downstairs at Ayres.



Friday You Get Fashion
at a Very Low Price!

Spring Frocks

Reduced
to — **\$3.88**

This is something worth getting up for tomorrow morning. Worth calling off bridge, dates, cancelling all engagements, letting the housework go! Almost 300 dresses . . . all the latest styles, latest colors for spring and summer, blacks, navies, taffeta trims, plaid trims, polka dots, jacket frocks, in fact everything you've been waiting for . . . are now substantially reduced. You will like them . . . we are sure you will want at least one!

—Downstairs at Ayres.

An Exciting Sale!

New Suits

Very Special at—

\$7.95

If you've been looking for a SUIT UNDER \$10 . . . come to this sale . . . then bank the difference! These have just arrived! Many, many versions of the navy blue suit and most every tweed type you've been looking for. Sports and dress types with $\frac{3}{4}$ length coats. Sizes for women and misses.

—Downstairs at Ayres.



Freshen Your
Home With

Crisp, New Curtains

Exceptional
Values at—

79c
PAIR

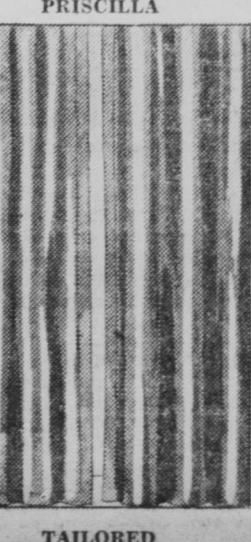
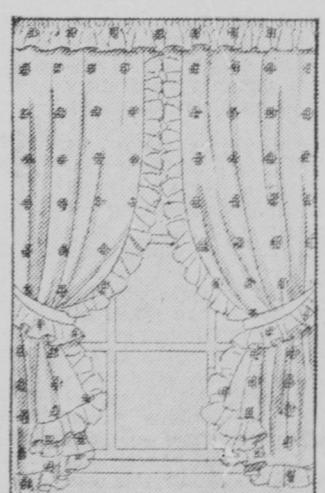
Let in a lot of bright, clean sunlight by hanging curtains like these at your windows. Fresh new curtains just unpacked for homes just finishing their housecleaning. Choose from these 3 styles.

1. Tailored Fish Net, an old favorite that we sell a lot of. 36 inches wide and $2\frac{1}{4}$ yards long.

2. Priscilla Curtains, so good looking at most every window. French marquise in cream and ecru. 33 in. x $2\frac{1}{4}$ yds.

3. Priscilla Style Ruffled Curtains in the decorators favorite material—Shadow Net. Ecru. 33 in. x $2\frac{1}{4}$ yds.

—Downstairs at Ayres.



TAILORED

SEW and SAVE with Wash Cottons AT A BARGAIN PRICE!

Remnants and
Short Lengths

15c
YARD

Ten of the reigning cottons for summer will be found in this group. Qualities that would sell for almost twice this price. Remnants 1 to 8 yards.

- PRINT VOILES
- PRINT BATISTE
- PRINT DIMITY
- PRINT ORGANDY
- PRINT 80-SQ. PERCALES

- FLOCK DOT PERCALES
- PLAIN BROADCLOTH
- PLAIN SUITING
- PLAIN PIQUE
- PLAIN PERCALES