

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE



**2 for \$11**  
(OR ONE DRESS, \$5.95)

Is ALL You Have to Pay—to  
Outfit Yourself Completely  
for Summer... In Our Great

## MAY DRESS SALE

**COLORS:**  
White  
White with White  
White with Contrasts  
Yellows  
Pink  
Navy Blue  
Stripes  
Pink and Blue  
Pastels of every hue  
Red—Brown

**9 out of 10 have Jackets!**  
**9 out of 10 are "Luxable"!**

Fashions for YOU and summertime! Priced far below par value! The slickest "buy" we've made for a long time... and the luckiest! These summer dresses were made to sell for much more than \$5.95... see for yourself in this amazing sale. Every dress is the answer to a woman's prayer. Sports dresses with madcap little linen jackets. Coolie coats, ¾ length coats, sunback and shirtwaist styles. Some very nautical looking styles. And plenty of white washables and more white washables. Sizes for women, misses and juniors.

Striped Acetates  
Prints—Sheers  
Rayon Taffeta  
Jackets

Rough Crepes  
Balloon Dots  
Pique Jackets  
Cotton Jackets

—Downstairs at Ayres.

**STYLES:**  
Street Frocks  
Business Frocks  
Sunbacks  
One-Piece Dresses  
Sport Dresses  
Shirtwaist Types  
Swagger Coat Types  
Acetates with Cotton Coats  
Fancy Weave Coats

We're Ready for the Sun!

With a Big, New Purchase of

**Girls' Sturdy  
Play Suits**

**69¢** 3 for \$2.00

Keep your daughter dressed cool and comfortably this summer with very little effort and expense. These play togs were made for lots of trips to the tub. They're the shorts with matching or contrasting blouse. Button down the back style. The blouse has a low V-neck to let the sunshine in. Sleeveless styles. Checks, dots, plaids, stripes and geometric designs in most every summer color. Sizes 7 to 14.

—Downstairs at Ayres.



We Think Our Children's

**SHOES**

Are the Best in Town  
at This Very Low Price!

Depend upon these shoes to give longer wear. Made according to our rigid specifications. Patterns in oxfords or smoked elk, tan elk killie, black calf, patent leather, etc. Sizes 8½ to 3. Widths B, C, D.

**\$1.69** Pair

—Downstairs at Ayres.



Just 2 Styles Sketched  
From a Huge Assortment!




You Get Exceptional **Quality!**  
You Get Exceptional **Style!**  
You Get Exceptional **Value!**

**Pure Linen  
SUITS**

P. S.—The Linen Is Imported

**\$5.95**

White Blue Brown Black

You'll be livin' in LINEN this summer... and how'll you'll enjoy it. Cool, washable and thriftily priced so that you can afford several different suits. Be sure to pick your linen from this new selection while the styles are most becoming. All these suits have a contrasting tie at the neck. Sizes 14 to 20.

**Cotton Blouses, \$1**

To wear with your linen suit. Cute little, cool little frilly or plain blouses. In a varied assortment of styles and colors including navy, white, checks, plaids and stripes.

—Downstairs at Ayres.



Be a Smart Little Miss! Get  
Into One of These **BETTER  
White Pique  
COATS**

The new summer editions of your favorite sports coat will be one of these nifty white pique coats. Swaggers in wide or narrow wale pique. Charming little fashions that are very inexpensive and will keep on being smart all summer long. Sizes 14 to 20.

**\$2.95**

Other White Coats at—  
Choice of swagger, polo and dressy types. Styles that are smart at the present moment and will be all summer long. Sizes 14 to 20.

**\$7.95**

—Downstairs at Ayres.

**Styles:**  
Wide Brims  
Breton Sailors  
Medium Sailors  
A Few Turbans

**Materials:**  
Straus  
Pedaline  
Rough Crepe  
White Duck  
Waffle Pique  
Silk Pique



Tomorrow! A Big Group of  
**New White Hats**

Coming fashions cast their shadows Downstairs at Ayres... and white makes its appearance now, full of spontaneous flattery. You can pin your faith on these new arrivals... for smartness and for giving you your money's worth. Flattering brims, mighty, mighty eye appealing sailors and charming turbans... all in white.

**\$1.98** Each

—Downstairs at Ayres.

**"Corliss" White Shoes**

Offer More Style and  
More Durability!

**\$3.95**

This summer you're going to wear white underfoot. It's safe to choose "Corliss" white shoes for you'll find them all styled up to the minute with no detail lacking and made of the finest leathers available. Choice of kid or fabric material in sizes 3 to 9, widths AAA to C.

**Pumps  
T-Straps**

**Ties  
Oxfords**

—Downstairs at Ayres.

