

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(* REGISTERED)



Tomorrow at 9!

Sale of Fine Sample MILLINERY

- WORKROOM SAMPLES!
- SALESMEN'S SAMPLES!
- Made to Sell for MUCH MORE!

Tomorrow at 9 . . . another famous and glorious Ayres Downstairs Store millinery classic! 1,000 gorgeous, new, sample hats that count in the fashion picture for summer 1934. Grand new, brand new, brim styles that will flatter every woman. The gayest, the smartest, picture hats. The coolest, the brightest summer colors. The most expensive materials, the best of straws! Mostly one-of-a-kind styles that will thrill and excite the imagination. Just a few of the fashion points that will speak volumes to every smart woman . . . and will cause a riot of mad-hatters.

- Fine Balibuntals
- Rough Straws
- Stitched Taffeta

- Horse Hair
- Braid
- Straw Visca

- Leghorns
- Pedilene
- Lacy Tuscan

All You Pay Is—

\$1.74
EACH

—Downstairs at Ayres.



Brims
Medium
Brims
Large
Brims

Picture
Hats
Cartwheels
Narrow Brims
Sailors



Beige
White
Black
Navy

Brown
Green
Red
Pink
Gray

Blue
Maize
Orchid
Aqua-
tone

Here Are Answers to the Larger Woman's Prayer!



Brand New Summer Dresses

That Make You Look
Pounds Thinner!

**2 for
\$15.00**
(Or \$7.50 Each)

The cables are buzzing with fashion news that's going to be sweet music to feminine ears. Jacket dresses, sheers, printed chiffons, pastels and navy blue, are smart for all summer long in larger women's styles. These new summer dresses have that well-bred look because they have been exceptionally well cut to flatter the figure. They'll fit beautifully because special attention has been paid to width of armholes.

Sheers
Prints
Navys

Pastels
Whites
Chiffons

Large Sizes—38 to 52
Half Sizes—18½ to 24½

—Downstairs at Ayres.

Only **WHITE** Will Do!

... And If You're Wise You'll Choose

La Sayre

WHITE Shoes

\$2.95
PAIR

Ties
Straps
Sandals
Step-in
Pumps

Plain and
Perforated
Pumps
White Kid
Combinations

It's White Shoes you want for every gala summer occasion . . . and you'll find them Downstairs at Ayres, specially priced. Our own brand LaSayre White Shoes are famous for their wearing qualities and for their slim smartness. Get your White shoes tomorrow . . . the style and the fashion you must have for YOUR summer wardrobe.

Sizes 3 to 9, Widths AAA to C!

—Downstairs at Ayres.



Shadow-Proof **SILK*** **SLIPS**

That Really ARE
Shadow-Proof!

\$1.19



These shadow-proof silk slips actually
defy the sun's rays with its 18-inch
shadow panel. Choose from 3 styles
with lovely lace top and hem. V or
straight neck. All-bias cut, all have ad-
justable shoulder straps. Sizes 34 to
44. Flesh, teal and white.

★ Weighted

—Downstairs at Ayres.

to Ayres Downstairs
Store's New Paint
Department for
Johnson's Wax

For Your Floors Try

GLO-COAT

and Glo-Coat
Applier—
Both for
98c



Have bright polished floors
with GLO-Coat, the
revolutionary floor polish that
shines as it dries, without
rubbing or buffing. Easy
to spread . . . dries in 20
minutes.

—Downstairs at Ayres.