

The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS STORE

★ REGISTERED



For Friday, We
Continue Our
**May Sale of
Dresses**
With Smart Fashions
for Every Summer
Occasion!

**2 for
\$11 (OR
\$5.95
EACH)**

This thrilling sale continues with many new dresses and styles outlining the summer fashion picture. One of these types, or a variation of it, is made for JUST YOU. Blithe prints, charming pastels, dashing crepe frocks, darling white washables. All designed to make you look and feel expensive at a trifling cost. We sketch but four . . . we've hundreds and hundreds of others in misses', juniors' and women's sizes.

STYLES:

Street Dresses
Luncheon and
Bridge Dresses
Sports Frocks
Jacket Frocks
Shirtwaist Types
Sports Frocks

Nautical Trends
Swagger Coat Styles
Matching or
Contrasting Cotton
or Linen Coat Styles
One-Piece Frocks
Sun-back styles
Business Frocks

MATERIALS:

Striped Acetate
Rough Crepes
Prints
Coin Dots
Sheers
Linen Coat

Rayon Taffeta
Jackets
Washables
Washable Pastels
Waffle Weave Coats
Cotton Coats

Sizes for Misses and Women

—Downstairs at Ayres.

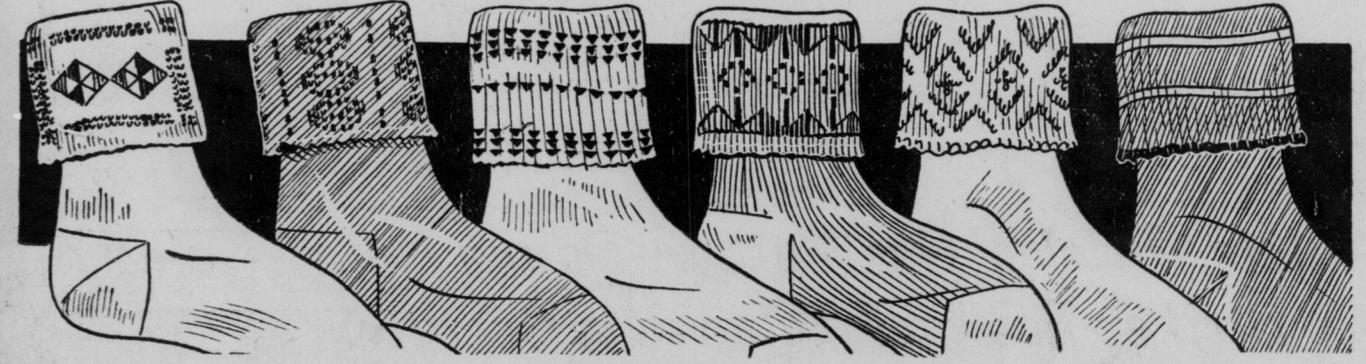
Friday! More of Those Cute
"2-in-1" Frocks
Out-of-the-West From Hollywood

A Dress and
a Sun-Suit
—BOTH FOR
\$1.00

Sizes
From
2 to 6

Kindergarten age fashions for Miss 2 to 6! Cute! Even smarter than the pictures! You'd hardly ever believe they were only a dollar. Tub-tested prints. Clear, bright vat dyed colors that won't fade. Materials are smocked prints, striped linene, checked linene, polka dot percales, printed percales, prints with organdy sash and bow, white broadcloths. And best of all, 2 brand new styles that we've just received and tomorrow will be the first time they go on sale.

—Downstairs at Ayres.



Sale! Children's Anklets

(Sh-h-h! There Are Sizes for Grown-Ups, Too!)

Extraordinary
QUALITY! **2 Pairs
for— 25¢** (Or 15¢
Pair)

We went to the Stock-ing market and bought an enormous cargo of cool summer anklets for children and grown-ups too . . . and now they go on sale tomorrow . . . at this great savings. All first quality, rayon plaited and fine cotton. Many with fidelity tops in pretty color combinations. Others in various vivid color combinations. Sizes 5 1/2 to 10 1/2.

—Downstairs at Ayres.



Friday SALE!

**Cool Rayon
UNDIES
19¢ EACH**

- Panties
- Stepins
- Briefs
- Vests
- Bloomers

Next to yourself you'll like these cool rayon undies . . . sale priced for Friday! A varied assortment of novelty or plain rayon styles. Tailored or lace trimmed with frothy laces. Elastic or plain fitted waist. Very sheer and very fine open mesh weave rayon for summer comfort. They'll give lasting service and will easily tub. Choice of flesh or tearose colors and a few whites. Sizes for all women.

—Downstairs at Ayres.

Sample Hat Sale

Workroom and Salesmen's
Samples—Bargain Priced!

\$1.74



Brims
Sailors
Cartwheels
Large
Picture Hats
Braids
Stitched Taffeta
Rough Straws
Balibulants
Our exciting sale of glorious new summer hat creations is now in full swing! Grand new, brand new brim styles of all types and sizes that will flatter every woman. The coolest, the gayest, the most becoming colors. The most expensive materials and straws. Sizes for every woman.

—Downstairs at Ayres.

Friday! Our Cotton Shop Opens, With
Cottons—Just for Fun



Cool, Cotton
Pique for the
Fairway!

\$1.00

This clever, little cotton pique is a "par heater" in every sense of the word. Sleeveless and cut low in front for comfort. Trimmed with red lines and red buttons to dazzle the summer sun. Sizes 14 to 40.

Seersucker Helps
Win a
"Love" Game!

\$1.98

It's the "knots," the cute white buttons, the low neck and the sun back and the kick pleats that make this washable seersucker the darling of the tennis courts. Sizes 14 to 20.

Buy "Pique
Preferred"
It Costs You Only

\$2.19

Gleaming white pique coats can be worn with every dress in your summer wardrobe. It's smart, it's practical, it's washable. And this is a honey with its large petal collar. Sizes 14 to 20.

A Washable
Cotton for Sum-
mer Afternoons!

\$2.98

Here's one way to checkmate the summer heat waves. Wear this cool white cotton madras with vividly checked broadcloth jacket. The dress has a sun-back, and buttons down the back. Sizes 14 to 20.

—Downstairs at Ayres.