

# The "BUY WAY" OF INDIANAPOLIS AYRES 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   | Nautical Trends      |
| Luncheon and     | Swagger Coat Styles  |
| Bridge Dresses   | Matching or          |
| Sports Frocks    | Contrasting Cotton   |
| Jacket Frocks    | or Linen Coat Styles |
| Shirtwaist Types | One-Piece Frocks     |
| Sports Frocks    | Sun-back styles      |
|                  | Business Frocks      |

#### MATERIALS:

- |                 |                    |
|-----------------|--------------------|
| Striped Acetate | Rayon Taffeta      |
| Rough Crepes    | Jackets            |
| Prints          | Washables          |
| Coin Dots       | Washable Pastels   |
| Sheers          | Waffle Weave Coats |
| Linen Coat      | Cotton Coats       |

Sizes for Misses and Women

—Downstairs at Ayres.



**Friday SALE!**

**Cool Rayon  
UNDIES  
19¢ EACH**

- Panties
- Step-ins
- 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  
Balibuntals

Our exciting sale of glorious new summer hat creations is now in full swing! Grand new, brand new hat 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.

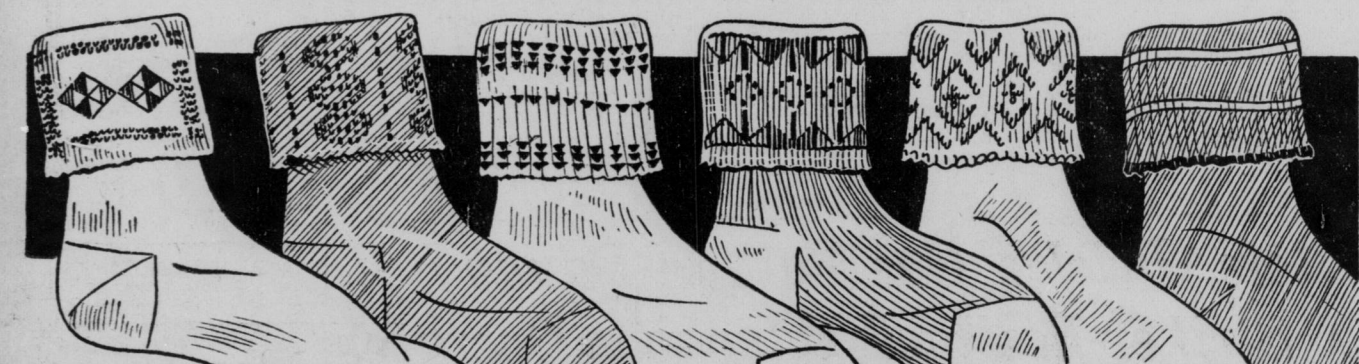
Friday! More of Those Cute  
**"2-in-1" Frocks**  
Out-of-the-West From Hollywood

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 smoked 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 15c  
Pair)

We went to the Stocking 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 5½ to 10½.

—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 beater" 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 check-mate 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.