

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ (REGISTERED)

Cottons! Cottons! Who Has the Cottons!

The Answer Is: Ayres' Downstairs **Cotton Shop!** Cottons You Can Live in the Whole Summer Long ... For Every Hour of the Day!



Plaid Is Smart From Three Till Dawning!

\$2.95

Cool as an iced drink, smarter than smart. This sheer Scatterspot plaid with brown grosgrain ribbon belt and frilly collar will be smart all summer long.

White Pique Paces the Sports Field!

\$2.95

A sleeveless, low necked, sun-back white pique sports frock. The fine embroidered red dots are gay as a butterfly. Note the cute as a button neckline and belt.

Tailored Shirtwaist for Active Sports!

\$1.98

Tailored to give you lots of freedom on the tennis courts or on the fairway. Note the roomy pockets, the kick pleats, and the buttons down the front.

White Pique Coat for a Cool Summer!

\$2.19

Here's summertime chic for every hour of the day. Cool to look at—cool to wear ... and thoroughly washable. Note the large collar with the taffeta tie.

Fashion's Favorite Fashion—Embroidered Eyelet Bastiste!

\$2.95

If you've an eye for fashion you'll choose this cool, smart embroidered batiste with grosgrain ribbon tie and belt. This one is pink with frilly neckline.

Striped Seersucker for a Perfect Vacation!

\$3.95

For traveling, romping, lolling or lounging and you'll still look as fresh as sugar in this candy striped seersucker sunback frock with the coolie coat.

Cool Cotton Lace for Afternoon Parties!

\$3.95

Smart as a crack regiment, lovely as sunshine, cool as a mint julep. This heavenly blue cotton lace frock wins every bid. Note shoulder details.

Our June Dress Sale

Brings Glorious Summertime Fashions!

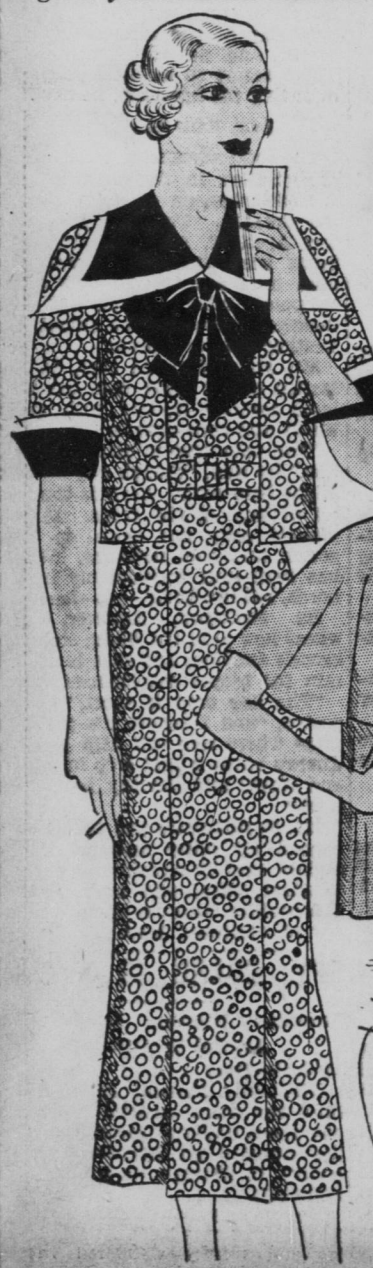
Here's a great June Sale of hundreds of the most perfect summer dresses for every grand occasion, for fun or frolic. These have just arrived from New York. Picked because they're a favorite fashion to out-smart heat waves. Every one picked because of the breezy summer colors and cool summer materials. Every one picked because it gives you so much smartness at this very, very low price.

—Downstairs at Ayres.

Sizes for Women!
Sizes for Misses!
Lots of HALF-SIZES!

\$6.95

White Washables
Striped Sheers
Jacket Frocks
Chiffon Jacket Frocks
Embroidery Trims
Navy Sheers
Printed Sheers
Washable Prints
Acetates
Dressy Chiffons
Flowered Chiffons
—Downstairs at Ayres.



Shadow-Panel
SILK SLIPS
Sale Priced!
\$1.49

You'll like one of these silk slips because ... It has adjustable shoulder straps. Is bias cut. Has gorgeous lace trimming. Has a 20-inch panel. Comes in either tailored or lace trimmed styles. White and tea rose colors in sizes 32 to 44.
—Downstairs at Ayres.

For Sheer Beauty!
Choose Irregulars of
R-I-N-G-L-E-S-S
WONDER BAND
Silk Stockings
80c Pair

When you buy Ringless Silk Stockings you get exceptional style, exceptional variety, exceptional satisfaction and exceptional value. Protected by the "Wonder Toe," the "Wonder Heel" and the "Wonderband" to give more service and more mileage. In all the new summer shades to go with your cottons, linens or dark street dresses.
—Downstairs at Ayres.

Visit Our
Wave and Sand Shop
for Your Vacation Needs!

Women's Wool Bathing Suits
Before the big splash try our New Beach Shop. Complete with all wool bathing suits in every new 1934 style. And every bright color. **\$2.98**

Cotton Crash Beach Robes
Gayly colored beach robes. Wear them out to beach. Wear 'em home over your suit. Small, medium and large sizes. In stripes and colors. **\$1.00**

Balbriggan Beach Suits
Consists of balbriggan slacks and polo shirt in stripes to contrast with slacks. Slacks in navy, red, green and white colors. **\$1.69**

Shorts Are Our Long Suit
It's going to be a shorts summer. Be prepared! Choose yours from a large crop of seersucker, linen or gaberdine. Others at 79c. **\$1.19**

Bathing Caps and Shoes
Every bathing suit needs these smart accessories. Brightly colored bathing caps and shoes, made from the finest rubber materials. **29c and 39c**
—Downstairs at Ayres.