

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ (REGISTERED)

*For a Cool, Fashionable Summer!*

## SALE! 500 New Frocks

*New Arrivals . . . As Flattering as They Are Economical!*

All signs point to the gayest, busiest summer America has ever seen. Your summer wardrobe of cool dresses is of prime importance. We have gathered for you in this great June Sale a diversified collection of "Summer Beauties" suitable for every mad, carefree occasion. At a sale price so low that every woman in town will drop everything to be here when the doors open tomorrow morning at 9!

Sizes:  
For Women!  
For Misses!  
For Juniors!  
For Larger Women!

**2 for \$11**  
(Or 1 Dress for \$5.95)

STYLES:  
Jacket Frocks  
Swagger Coat  
Frocks  
Linen Coat Frocks  
White Cotton  
Coat Frocks  
Taffeta Jacket  
Frocks  
Coin Dots  
Border Prints  
Blazer Stripes  
Nautical  
Influence

COLORS:  
Pinks  
Whites  
Prints  
Checks  
Plaids  
Peach  
Green  
Navy  
Blue  
Maize  
Flesh  
Pastels of Every Hue

MATERIALS:  
Prints  
Combinations  
Seersuckers in cotton or silk  
Crepes  
Sheers  
Chiffons  
Acetates  
Sheer Suits  
Washables  
Polka Dots  
Coin Dots  
Beach Cloth Coats  
—Downstairs at Ayres.



Here's How to Outwit Heat Waves!  
Climb into one of these Imported

**Linen Suits**  
**Sale Priced at**  
**\$5.95**  
Sanforized-Shrunk

Men! When Old Sol is sending forth heat waves and the office is sizzling hot . . . keep cool in one of these imported linen suits. Tailored to fit, sanforized-shrunk so that they will not shrink when you send them to the laundry. For men and young men. Also sanforized white seersuckers and poplins and nubs at this LOW SALE PRICE.

Men's Seersucker Pants

Washable seersucker pants in stripes. Wide bottoms and slash pockets. \$1.00

—Downstairs at Ayres.



Don't Get  
"Fair Feet"

Going to the World's Fair? Then pay a visit to our Dr. Scholl's Foot Comfort Department and consult Mr. Finkelmann, an expert shoe fitter and who thoroughly understands how to fit Dr. Scholl's appliances.

Thousands of people have found relief from most every foot ailment by using Dr. Scholl's Appliances. Pay us a visit today.

We've Gathered Another ALL-STAR Collection of

*American Girl*  
**White Shoes**

**\$4.95**  
PAIR

Quite right is white for every summer costume. Quite right you'll be when you choose American Girl White Shoes. They help keep you cool underfoot. They're styled along the newest 1934 lines. They're as comfortable as can be and every woman knows how they wear. Choose from White kid or fabric in pumps, ties, T-straps or oxfords. Sizes 4 to 9, widths AAA to C.



—Downstairs at Ayres.