

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.



Make Ayres' Downstairs Store Your Dr. Scholl's Foot Remedy Headquarters

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. Finkelman, 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.

