

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ (REGISTERED)



For Every Summer
Occasion You Need a
White Hat

White's inevitable for summer... it can be worn for dress, for sports, for business and for shopping. It can be worn with dark street dresses, cottons, pastels and linens. This sale of white hats will be the most important sale for you... because the low price represents a savings that you can hardly pass up.

Gaberdine
Silk Crepe

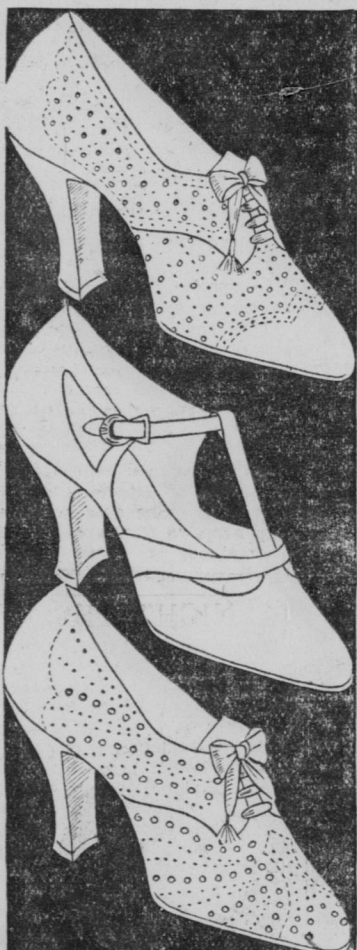
Silk Pique
Rough Straw

Pedelines
Cotton Pique
—Downstairs at Ayres.

Sale Priced at

94c

★ Eat in Ayres Cool, Air-Conditioned Downstairs Lunchroom ★



SALE! New White Shoes

To Keep You Cool and Smart Underfoot!
They're Bargains at This Low Price!

\$2.95

Pair

And what bargains! These shoes are bought at the first of the season to sell for much more. But because we bought an enormous quantity... because we bought for you in mind... we're able to sell them at a bargain price. These are all our best selling styles in perforations and plain white shoes. Every pair made to give service and with all the latest fashion details.

Perforated Ties
Perforated Pumps
Steppin Pumps

T-Straps
Regent Pumps
Sport Oxfords

Sizes 3 to 9, widths AAA to C.

—Downstairs at Ayres.

★ Eat in Ayres Cool, Air-Conditioned Downstairs Lunchroom ★

To "Go-With" Every Summer Frock
Irregulars of RINGLESS



Silk Stockings

Less than a \$1 buys you the very finest of sheer chiffon hosiery. Sheer chiffons that you'll be proud to wear anywhere. For you get lovely sheer, clear, ringless hosiery. Protected by the Wonderband, the Wonder Toe and the Wonder Heel to give you extremely long service. Choose from all the new hosiery shades... every one a proper tone to rhyme with your summer wardrobe.

80c

PAIR

—Downstairs at Ayres.

★ Eat in Ayres Cool, Air-Conditioned Downstairs Lunchroom ★

Saturday Special!

Pure Silk Slips and Undies

Only \$1.00

EACH

- SLIPS
- SKIRTS
- DANCE SETS
- CHEMISE
- PANTIES

The slips have adjustable shoulder straps, V or straight lace tops, and are bias cut. Some V neck with tailored top and hem. Sizes 34 to 44. Tearose and white. THE UNDIES have lace tops and hems or tailored finish. Every garment is pure silk crepe, and every one is a real bargain for tomorrow only!

—Downstairs at Ayres.

Keep Cool in COTTONS

ALL Day... EVERY Day... ALL Summer

For Sun-Time!
For Vacations!
For Business!

If this hot weather is any indication of the kind of weather we're going to have all summer long, then you're going to need plenty of cool cottons. White cottons, pastels, stripes and plaids and gay colors. Every one washable and cool as an ocean breeze. Pay our Cotton Shop a visit tomorrow. You'll find a dazzling group of picked cotton... cottons for you and you... all low priced!

For Afternoons!
For Evenings!
For Shopping!



Cool and
Comfortable
Eyelet Dresses!

\$3.95

Embroidered eyelet batiste for now and for all summer long. This "cutie" comes in white with bow of white net. The skirt is the unusual feature of this dress... isn't it?

Give Yourself
a Lotta' Rope
for Sports!

\$3.95

This candy striped sports dress is made of a closely woven string material with a lotta' rope for the trimmings. It's cool because it's sleeveless and lightweight.

Pale Pink Organdy
for Glamorous
Evenings!

\$3.95

Looking for new males to conquer then climb into this fetching pink organdy with baby blue sash. The large cape collar is so beguiling that you'll be the hit of the stag line.

Anchor
Yourself to
White Pique!

\$2.95

This divine little waffle cloth white pique has stolen a trick or two from the navy to go very nautical. The yellow and brown belt, the anchor and lacing on the shoulder have a salty air.

Striped
Broadcloth for
Your Sporting Life!

\$3.95

This highly mercerized striped broadcloth sports dress can be worn for every sporting occasion, active or spectator. It's cool, comfortable and washes divinely.



Checked Gingham
Jackets Are
Certainly Certified!

\$2.95

Checked gingham jacket can be worn for afternoon and evening. The white pique dress minus jacket you can wear either for golf or tennis.

Shorts
Preferred for
Sun and Sand!

\$2.95

Take this tip on the cotton market and buy SHORTS. This 3-piece play suit combines a sport skirt shorts and white pique shirt to monopolize all the attention at the beach.

A Vacation
Thriller—White
Cotton Pique!

\$1.98

Fashion says "you must have plenty of cool, comfortable sports dresses for a successful vacation." The Cotton Shop prepares the way with a large cargo of white piques, very nautical.

Necessities
for a Smart
Beach Life!

\$2.95

This 3-piece play suit allows plenty of knee action. It consists of blouse, skirt and shorts in a bright plaid broadcloth. The skirt buttons all the way down the front. The shorts on the side.

White Sports
Dress for
Fun or Frolic!

\$2.95

This white fancy weave pique has everything it takes for an active sports life. Sleeveless, low neck and sun-back and cool, comfortable and washable. Note the dainty feminine trim.