

The "BUY WAY" OF INDIANAPOLIS* AYRES A DOWNSTAIRS STORE

(REGISTERED)

See Page 23 For More News of this Complete Department Store-On-One-Floor!

AIR-COOLED

Come, Choose Your New Summer Wardrobe Tomorrow While the Selection Is Still Complete!

Cool Vacation Dresses

Tomorrow you can choose your vacation dress from a glowing galaxy of summer stunners. They'll go smartly, any place you want to wear them . . . and you'll be proud of them, too. Styles for just about any occasion. Plenty of changeable cottons, lots of white or pastel washables. Swaggers, jackets, eyelet batiste, in all the bright, merry colors to match that becoming suntan. Shop tomorrow in cool comfort! Shop tomorrow where you know you'll save money!

**\$3.95
EACH**



Materials:

Washable Crepes
Embroidered Eyelets
Seersuckers
Gingham
Broadcloths

Piques
Prints
Polka Dots
Stripes
Cotton Coat Frocks

Sizes:

For Women Sizes 38 to 50
For Misses Sizes 14 to 20
For Juniors Sizes 13 to 19

—Downstairs at Ayres.

For Your Vacation—The Fairway—The Tennis Courts—We've Gathered a Group of

Cute Cottons

At Two Extremely Low Prices!

\$1.98 and \$2.95



Wear 'em and wash 'em! The very knowledge that you can do this adds to the comfort of your vacation days. You can outfit yourself for any time of day in these well styled, well made frocks in linenes, piques, seersuckers and shirting materials. And the colorful colors are very fetching. Sizes 14 to 20.

—Downstairs at Ayres.



\$1.98

\$2.95

Clearance! Linen Suits

- Plain Color
- Black
- Navy
- Brown

**\$4.95
EACH**

Linen is smart between you and the sun. It's also very cool and comfortable. This clearance of better 2-piece linen suits affords you the opportunity to own one at a great savings. Choice of four colors in a broken size range. Swagger coat style with contrasting tie and buster brown collar. Nicely tailored and smartly styled.

Sizes 14 to 20 in the Group!

—Downstairs at Ayres.

Select From Many Styles

White BAGS

50c
Our nicest styles and our best sellers. Made of simulated leather in smooth and rough grains. Beautiful fittings attached. Pouch or underarm models.



Washable Fabric GLOVES

69c
PAIR
Lend a hand, for all hands will be in these washable fabrics all summer long. Double woveen. White, eggshell, beige. Sizes 6 1/2 to 8.
—Downstairs at Ayres.



The News Is Spreading About This

Sample HAT Sale

**\$1.69
Each**

We've scored again! A more thrilling than ever before sale of sample hats. It's a sale brimming over with brilliant creations from a famous maker. Entrancing brims, large, medium or small. Beguiling and gracious little close fitting hats. Straws and fabrics that are dreams walking. Cunning color combinations with lovely trims. And lots of highlights in white.

—Downstairs at Ayres.

**\$1.19
Each**

Smooth Straws
Rough Straws
Taffetas
Cotton Fabrics
Linens
Small Brims
Medium Brims
Large Brims
Lots of White

Shoppers! Business Girls! Eat Lunch In Our Cool, Air-Conditioned Downstairs Lunchroom!

Jot Down This Footnote for Summer—Your Next Pair of Hose—Irregulars of

REAL SILK

De Luxe Chiffon Hosiery

If you want to know the truth about beautiful hosiery . . . then take a tip from us and wear De Luxe Chiffon hose. Made from fresh raw silk to give longer wear and more beautiful colors. Protected by the 10 valiant guardsmen that guard them at all danger points. And they come in all the newest summer shades to "go with" every summer dress.

The 10 Valiant Guardsmen:

1. 100% Fresh Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!

5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Grenine-Sealed Silk Yarn!

**60c
PR.**

9. Two-Way Run Stop!
10. Double-Thick Grenine Silk Heel.

—Downstairs at Ayres.

Ayres Downstairs Store Is Headquarters For Lovely New

White Shoes

At a Low
Bargain Price! **\$2.95
PAIR**

Ayres Downstairs Store has a complete collection of the very loveliest WHITE shoe fashions. These fashions at \$2.95 win at a walk. Every pair is copied from the latest New York and Paris creations. Every pair is made to give long service. Choose your White fashion from many styles in Cuban or high heels. Sizes 3 to 9.

- Ties
- Oxfords
- Pumps
- Straps

—Downstairs at Ayres.



20-Inch Shadow Panel

Silk Slips

**\$1.49
Each**

Don't fail to buy this all silk shadow panel slip. We think it's the best "buy" in town for the money. Trimmed in delicate laces. Bias cut and a 20-inch panel. White or tearose color.

Sizes 34 to 44
—Downstairs at Ayres.



June Sale!

Rayon Undies

**39c
Each**

Made of fine durable quality rayon . . . and sold at a bargain price. Made of twill cloth or plain rayon. Elastic run or plain waist styles. Flesh or tearose.

- Panties
- Stepins
- Chemise
- Vests
- Briefs

—Downstairs at Ayres.

