

# The "BUY WAY" OF INDIANAPOLIS<sup>®</sup> AYRES DOWNSTAIRS STORE

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  
Ginghams  
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.



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.

**\$1.19**  
Each

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

—Downstairs at Ayres.

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

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

## REAL SILK

DeLuxe Chiffon Hosiery

If you want to know the truth about beautiful hosiery... then take a tip from us and wear DeLuxe 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.

**60¢**  
PR.

### 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. Gennine-Sealed Silk Yarn!
9. Two-Way Run Stop!
10. Double-Thick Gennine Silk Heel.

—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 linens, piques, seersuckers and shirting materials. And the colorful colors are very fetching. Sizes 14 to 20.

—Downstairs at Ayres.



\$1.98

\$2.95

\$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**  
**50¢**

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**  
**69¢**  
PAIR

Lend a hand, for all hands will be in these washable fabrics all summer long. Double woven. White, eggshell, beige. Sizes 6½ to 8.

—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

**39¢**  
Each

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

- Panties
- Stepins
- Chemise
- Vests
- Briefs

—Downstairs at Ayres

