

The "BUY WAY OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

See Page 23 for More News of This Complete Department Store on One Floor

AIR-COOLED

(REGISTERED)

Eat Lunch Tomorrow In Our C-O-O-L Air-Conditioned Downstairs Lunchroom

**Tomorrow at 9! Dramatic Savings in a Gigantic SALE
6000 of the Season's Loveliest Fashion Successes in**

COTTON FROCKS

**A Big Manufacturer's Surplus Stocks of Quality Garments
—On Sale Just in Time for 4th of July Festivities!**

2 for \$3
1 Dress, \$1.69

Fashion has never been on a more exciting yet practical standard than the "Cotton Standard for Summer 1934." For day or night the modern woman lives in cottons. They're the coolest dresses made, carelessly chic, pretty as a picture and they know how to keep you looking fresh as sugar. So, we gathered together a potpourri of the most successful cotton fashions made. And offer them, at a dramatic savings, to all you wise women who know a thing or three about "how to be smart and thrifty!"

Cool Summer Materials:

Coin Dots	Geometrics
Cross Bars	Printed Voile
Checks	Printed Organdy
Florals	Woven
Stripes	Seersucker
Diagonals	Plain Pique
Plaids	Printed Pique
Polka Dots	Broadcloth
Plain White	Waffle Pique
Plain Colors	Dotted Swiss

Styles:

Missy Frocks
Dressy Frocks
Sports Frocks
Summer Night Frocks
Matron Styles
Tailored Styles
Nautical Styles
Vacation Styles
Afternoon Types
Business Frocks



Better Quality! Extraordinary Values in
Hooverettes and Wash Dresses

**\$1.09
EACH**



Frankly we think it'll be a long time before a value like this comes our way again. You'll find better quality wash dresses in sheers, prints, voiles, piques in various summer color combinations. All the beautiful trims, too. The hooverettes are very sheer and come in plain and printed colors.

*Sizes for Women
Misses and Larger Women!*

—Downstairs at Ayres.

Lovely Trims:
Deep Sunbacks Frilly Trims
Ruffled Capes Color Contrasts
Sailor Collars Organdy Flowers
Pockets Short Sleeves
Separate Capes Cap Sleeves

**Sizes for
Women, Misses, Larger Women!**

"Where Fashions Are Less Expensive"

—Downstairs at Ayres.

Exceptional Bargains in "Cool-as-Ice"

Cotton Frocks

**\$2.59
or 2 for \$4.50**



Cool to look at . . . cool to wear . . . easy to rub-a-dub-dub! Radiant cotton fashions that are smart as a crack regiment. Bargains that we feel sure you're not going to duplicate for many, many months. Sports styles, dressy styles in a host of different materials and colors. Sizes for women, misses and larger women.

Play Suits Piques
Sport Styles Polka Dots
Sunback Styles Linen Trims
Frilly Styles Nautical Trends
Seersuckers Business Frocks
Broadcloths Short and Cap Sleeves



—Downstairs at Ayres.