

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

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

AIR-COOLED

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 Seersucker |
| Stripes | Plain Pique |
| Diagonals | Printed Pique |
| Plaids | Broadcloth |
| Polka Dots | Waffle Pique |
| Plain White | Dotted Swiss |
| Plain Colors | |

Styles:

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

Lovely Trims:

- | | | |
|----------------|-----------------|-----------------|
| Deep Sunbacks | Frilly Trims | Sleeveless |
| Ruffled Capes | Color Contrasts | Bone Ornaments |
| Sailor Collars | Organdy Flowers | Flower Trims |
| Pockets | Short Sleeves | Shoe Lace Trims |
| Separate Capes | Cap Sleeves | Lingerie Trims |
| | | Organdy Trims |

Sizes for

Women, Misses, Larger Women!

"Where Fashions Are Less Expensive"

—Downstairs at Ayres.

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.

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.