

The "BUY WAY" OF INDIANAPOLIS[®] AYRES A DOWNSTAIRS STORE

* (REGISTERED)



For
Saturday
Only!

Reduction
SALE of

**Better
HATS
\$1.69**

For Saturday only, we've taken an entire group of higher priced Hats, around two dollars, and reduced them for a Sale! You'll find the type you're interested in, from big floppy brim hats to demure off-the-face bonnets. You'll find every type color you've been looking for, every fabric, too, including many smooth and rough straws and felts. The material that's going to be such a summer success.

Blacks
Brown
Chamois
Amythest

Green
Pink
Maize

Gray
Beige
White
Brim

Bretons
Sailors
Bonnets
"Up-in-Back"

—Downstairs at Ayres.

**Saturday, We Present the
Smart Summer Fashions
For the "Junior-Miss"**

\$2.00 to \$5.98

Floral Organdy Formal

\$5.98

Pretty as a picture formal in beautiful organdy with big blue floral pattern. The belt is cobalt blue velvet. The combination is heavenly. Sizes in the group 13 to 19.

A Nautical Star

\$2.00

Washable cotton pique, very nautical with its sailor collar and scarf. You'll be seein' stars all day long. Note the kick pleats. Sizes 13 to 19 in the group.

For Campus Wear

\$3.98

Or Friday night dates or most any place you want to go. A pastel-pink crepe, very Cosackish with cartridge pleats. Sizes 13 to 19 in group.



For Sunday
Afternoons
← \$5.98

Wear this pale blue crepe chiffon top dress to the "House" for Sunday Afternoon bridge or tea. Then afterwards for a date with your best B. F. Sizes 13 to 19.

—Downstairs at Ayres.



We're Ready With Complete Assortments of Summer

Slips—Slips—Slips

(Cotton or
Broadcloth)

(Rayon Taffeta
or Bemberg)

(Silk or
Satin)

79c to \$1.98

Tomorrow we're ready with a complete selection of summer slips. Every style, every material from cotton to luxurious satin will be found in this group. Women who want the prettiest, the nicest tailored slips possible for their money can depend upon this collection and Ayres Downstairs Store to offer them. Dependable quality combined with low price. Sizes from 32 to 52 in the group.

B. Pure dye satin slips in lace or tailored styles. Bias or straight tops. V or straight lace tops. Adjustable straps. Sizes 32 to 44 \$1.50

D. Bemberg Slip, run-proof. Lace or tailored styles. Panel front. Teasore and white. Sizes 34 to 46 \$1.50

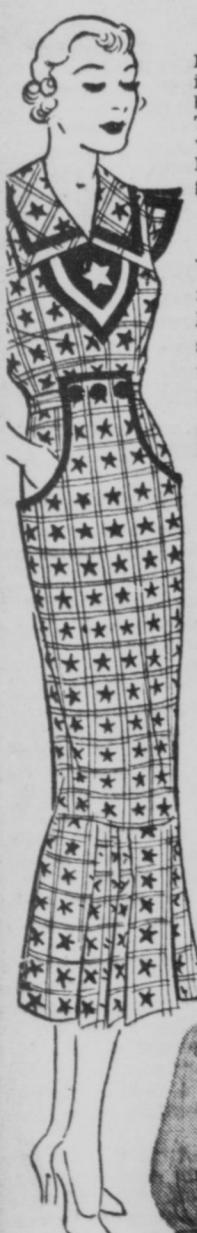
C. Chardisheen Slip, made of rayon fabric with a dull finish. V or straight lace tops. 4-gore style. Sizes 34 to 44 \$1.00

E. Women's "Fruit of the Loom" broadcloth slips. Bodice top or built up shoulder style. Teasore and white. Sizes 34 to 52 75c

—Downstairs at Ayres.

**Saturday, We Present the
Smart Summer Fashions
For the "Junior-Miss"**

\$2.00 to \$5.98



Floral Organdy Formal

\$5.98

Pretty as a picture formal in beautiful organdy with big blue floral pattern. The belt is cobalt blue velvet. The combination is heavenly. Sizes in the group 13 to 19.

A Nautical Star

\$2.00

Washable cotton pique, very nautical with its sailor collar and scarf. You'll be seein' stars all day long. Note the kick pleats. Sizes 13 to 19 in the group.

For Campus Wear

\$3.98

Or Friday night dates or most any place you want to go. A pastel-pink crepe, very Cosackish with cartridge pleats. Sizes 13 to 19 in group.



For Sunday
Afternoons
← \$5.98

Wear this pale blue crepe chiffon top dress to the "House" for Sunday Afternoon bridge or tea. Then afterwards for a date with your best B. F. Sizes 13 to 19.

—Downstairs at Ayres.

**New
Bags**
**\$1.00
Each**

White, black, brown, gray, red and blue colors in smart underarm, pouch or envelope styles. Simulated leathers in rough and smooth grain effects. Lovely fittings. Some zipper types.

—Downstairs at Ayres.

The "Comfort Twins" Yours for "Cool-Freedom!"
They're Both for One ... and One for Both!

**'KABOETTE'
Panty Girdle
\$2.00**

This little 2-way stretch "Kaboette" panty girdle is garterless, ideal for wearing with your Knee High hose, or anklets. Boneless construction, but helps mould the lines of your body into a perfect figure. Allows freedom of movement. Small, medium or large sizes.

—Downstairs at Ayres.

BREEZY KNEE *
Knee Length Hose
"Real Silk" Irregulars

59c

(2 Pairs \$1.10)

Breezy Knee is our name for those popular new Knee Length hose, made by the Real Silk mills. They're made just like our famous Real Silk De Luxe, beautiful sheer and clear chiffon, plus lots of service. Have a Lastex top to help keep them up. Sizes 8 1/2 to 10 1/2. In smart shades.

*Registered.

—Downstairs at Ayres.

A Perfect Mother's Day Gift!

**Gay Tubable
WASH
FROCKS**

Just the practical, attractive kind of wash frocks mother likes to wear in or out of the house. Choose from brown, green, navy or black printed batiste with crisp, permanent finish organdy trim. Sizes 36-46.

\$1.98

—Downstairs
at Ayres.



Tomorrow—We Offer An All-Star
Collection of Smart New

**WHITE
SHOES
\$2.99
Pair**

Get yourself ready to step into a pair of White Shoes. Choose the style you want from this all-star collection. Straps, Oxfords, Sandal types, Pumps, Ties and sports styles in medium, high or low heel models. You'll also find arch shoes in the group, if you wear that style. Sizes 3 1/2 to 9, widths AA to C.

**"199 Special" White
Sport Shoes**

White sports shoes with low heels. These are the type shoes all the "young moderns" are wearing at the present moment.

\$1.99

Pr.

