

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

## Cool Summer Apparel for Your Entire Family!

Tomorrow at 9:30—We Present the  
Maytime Fashion Story in This  
Thrilling Collection of  
**New Summer  
Dresses**  
**\$3.98**

*Sizes for Women, Misses and  
the Junior-Miss—Styles for  
Every Hour on the Clock!*

We have the most glorious selection of new  
Maytime dress styles you could imagine! Cool  
washable cotton laces, washable cotton shan-  
tungs, silk crepes and shantungs, chiffons, nets,  
whites, pastels, dark colors and navy. Styles  
for sports, for dressy affairs, for graduation,  
for parties, for classroom, and for business!

**1-Pc. Washable  
Shantung Sports  
Dress ..... \$3.98**

**2-Piece  
Polka Dot  
Taffeta  
Dress, \$3.98**

**Cotton  
Lace Dress  
at \$3.98**

**Sizes:  
11 to 19—14 to 20  
and 38 to 52!**

**For Sportswear!  
For Vacation!  
For Traveling!  
For Dancing!  
For Business!  
For Classroom!**

—Downstairs at Ayres.

## White or Pastel HATS

New Summer Fashions  
in Every Smart Style **\$2.00**  
and Fabric!

You get a head start for summer with these lovely becoming white or pastel  
hats in new summer styles and fabrics that you can wear! We show 2 felts  
here, 2 of the most popular styles at the present moment . . . and we've  
dozens and dozens of other white or pastel hats in our Downstairs Store  
Millinery section for women of every age!

- |          |       |         |             |
|----------|-------|---------|-------------|
| White    | Gray  | Pink    | Large Brims |
| Lt. Blue | Maize | Bretons | Sailors     |
| Lilac    | Beige | Brims   | Turbans     |
- Downstairs at Ayres.



## Our Accessory Department Is Fairly Glowing With Hundreds of White or Pastel GLOVES and BAGS

**THE GLOVES** — In  
fine quality washable  
fabrics, meshes and  
bengalines. Smart  
fancy cuff and pull-on  
styles. Colors in pink,  
blue, white, beige,  
navy, brown, chamois,  
lilac, red and green.  
Sizes for all, 6 to 7 1/2.

**\$1  
EACH**

**THE BAGS**—A big  
selection of many  
styles in simulated  
leathers, linen fabrics  
and Lumarith. Top  
handles, pouch, under-  
arm styles in white,  
navy, red, light blue,  
pink, lilac, brown,  
green and maize.



**All Set for the  
Great Outdoors!**

**Girls' 2-Piece  
Linen Suit**  
**\$1.98**

Single or double breasted style  
jacket with a smartly tailored  
skirt. In natural color linen.  
Sizes 10 to 16 years.

**Girls' Culottes**  
**\$1.98**

Those popular culottes  
come in seersucker or  
pique. One and two-  
piece styles. Solid and  
novelty patterns. All  
colors. Sizes 10 to 16.

**Girls' Dresses \$1.59**

A movieland fashion in wash-  
able acetate. Sport styles in  
white or pastel colors. At-  
tractively trimmed. Sizes 10  
to 16. —Downstairs at Ayres.

Step in the WHITE  
Direction for Summer Chic!

## CORLISS WHITE Shoes

**41 Different Styles!  
3 Important Leathers!**

Take the right steps in the  
White direction and choose  
from this big assortment of  
Corliss Shoes in Corliss Junior,  
Corliss Style and Corliss Arch  
Support models. You'll find in  
this group styles for every oc-  
casion . . . for every costume  
... and for every foot! Com-  
plete size selection for all  
women, 3 to 9s and AAA to C  
widths!

—Downstairs at Ayres.

White Kid	Oxfords
White Calf	T-Straps
White Nu-buck	High Heels
Pumps	Low Heels
Straps	Medium Heels
Sandals	Built-up Heels

Here's a Superb Slip With  
Features You'd Expect in  
Much Higher Priced Ones!

## "Wolverine" RUN-PROOF Bemberg SLIPS

**\$1.39**

• Panel Fronts!  
• Form Fitting!

Wolverine Run-proof Bemberg slips  
have been sold in our Downstairs  
Store for years and women consider  
them to be the best slip for their  
money. They're form-fitting, the Ben-  
berg will not run and you can have  
them in either lace trimmed or tai-  
lored styles. Tearose or white. Sizes  
34 to 46.

**"Durette" Bemberg Slips \$1 Ea.**

—Downstairs at Ayres.



**40-Piece  
Layette**  
**\$4.55**

**Saturday Only!**

24 Birdseye Diapers  
3 Cotton Shirts  
2 Gowns  
2 Blankets  
1 Rubber Sheet  
2 Quilted Pads  
2 Wash Cloths  
1 Knit Towel  
1 Powder  
1 Castile Soap  
1 Rubber Panties

—Downstairs at Ayres.

**Boys'  
Zipper Front  
Mesh Polo  
Shirts**  
**25c Ea.**

**Made in Japan!**

A cool mesh polo shirt  
with 1/2 zipper front col-  
lar and polo sleeves. In  
plain colors and white.  
Small, medium and  
large sizes.

—Downstairs at Ayres.

**Special Sale! Children's  
Play Oxfords**

**180 Pairs—Formerly  
Sold for Much More!**

Here's just the shoe for the chil-  
dren to wear this summer. It's a  
fine quality unlined, perforated  
oxford in brown, with smoked elk  
trimming. Sizes 8 1/2 to 2. For  
boys or girls!

**\$1.00  
PAIR**

—Downstairs at Ayres.

**The quantity is now  
limited—But you'll still  
find a good selection!**

## A Record-Breaking Sale! Men's Quality Shirts

**Mostly One-of-  
A-Kind Patterns! \$1.00** **Quality Fabrics!**  
**EACH** **Quality Tailoring!**

These shirts went on Sale Friday morning . . . and the crowd of buyers was  
beyond our expectations! We saved a few back for Saturday's selling . . .  
but we can not guarantee you'll find your size in the patterns and weaves  
mentioned below. But there is still a good selection of colors, patterns,  
fabrics and sizes left. Sizes 14 to 17. A few 13 1/2's!

Oxford Cloths in Plain Colors!	Chambrays!	Checks!	Browns!
Featherweights!	Woven Madras!	Stripes!	Grays!
Mesh Weaves!	Clipped Figures!	Deeptones!	Blues!
		Whites!	Greens!

—Downstairs at Ayres.