

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)



\$ **1.88**
Is The Price!

SAMPLE SALE

From the Workrooms of a Famous Maker—
Every Hat Made to Sell for Around \$4 to \$6!

Summer HATS

Tomorrow at 9:30—Ayres Downstairs Store stages one of its famous Sample Hat Sales! We've 400 good reasons why you'll be here to attend this Sale! You'll find 400 of the smartest summer hats imaginable . . . flattering styles . . . becoming pastels . . . lots and lots of cool whites . . . and everything is expensive looking about these hat fashions except the PRICE! Mostly one-of-a-kind styles . . . and that means they're exclusive! Headsizes for every woman under the sun . . . 22, 23, 24!

Rough Straws!
Pedalines!
Leghorns!
Novelty Straws!

Some Felts!
Ribbon Trims!
Flower Trims!
Novelty Trims!

Brown!
Navy!
Beige!
Blue!

Pink!
Maize!
Black!
Whites!

—Downstairs at Ayres.

A Very Special SALE! 600 New Summer HATS

To Wear to the Race!

A companion sale of 600 exciting new summer hat styles in linens, felts and crepes. A large selection of the newest styles in brims, bretons and casual types. Plenty of whites, navy, brown, black and pastels.

—Downstairs at Ayres.

88c



SEE PAGE 15 FOR NEWS OF AN EXCITING SALE!

Ready Tomorrow at 9:30!

Hundreds of Brilliant New
Ideas for Summer Smartness!

New Summer DRESSES

\$ **3.98**
EACH

Sheers! Cotton Laces! Prints! Organdies!
Crepes! Pastels! Plenty of Whites! Styles for
Every Occasion! Sizes 11 to 19, 14 to 20, 38 to 52!

It's time to think of your summer wardrobe . . . for your vacation . . . for your week-end trips . . . your office . . . your "minute's notice" parties! Here in this brilliant selection of new summer dresses you'll find a style for every hour on the face of the clock . . . and for every occasion! Washables in cotton laces, sheerings and crepes . . . chiffons, prints, sheers, stripes, dots, plain pastels, whites and lovely organdies for graduation day. For women, misses and the "Junior Miss."

—Downstairs at Ayres.



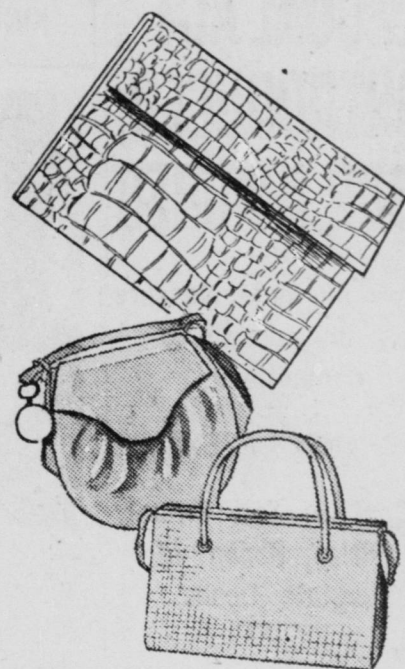
White or Pastel Summer Bags

\$ **1.00**
EACH

A Smart New Style for Every
Summer Costume and Occasion!

Styles you'll carry with you on your vacation . . . while dining or dancing out . . . at the lakes . . . while shopping . . . and to the office! Simulated leathers—Lumarith, Rodalac and Linens in top zippers, under-arm, envelope, pouch and top handle styles. Every last one of these styles are washable. Choose from a very large selection in all the colors.

—Downstairs at Ayres.



Choose From 16 Smart Styles
With the 10* Guarantee!

"Seamprufe" Slips

\$ **1.98**
EACH

The new summer "Seamprufe" slips with the 10* guarantee break all our records for beauty, quality, service and value! They're made of a fine quality all-silk French crepe in 16 different lace-trimmed or tailored styles. Some of the styles have a seam-to-seam panel front, unusual at this price. In tearose, white and dark shades. Sizes 34 to 44 and 46 to 52.

★ Adjustable
Straps
★ Fit-Prufe
★ Style-Prufe

★ Shrink-Prufe
★ Kling-Prufe
★ Value-Prufe
★ Lace Shift-Prufe

★ Seams Bulk-Prufe
★ Seams Sag-Prufe
★ Seams Rip-Prufe

—Downstairs at Ayres.



Keep Cool and Comfortable This Summer! Mesh Foundations

\$ **1.50** to \$ **3.50**

A cool lightweight mesh foundation garment is our recipe for summer smartness. We've a complete selection of all the important styles for women of every proportion. Every one a quality garment at a "budget price"!

—Downstairs at Ayres.



IT PAYS TO BUY QUALITY HOSE!

Irregulars of

REAL SILK De Luxe Chiffon Stockings

Why pay more than 69c for your silk stockings . . . when you can purchase, at this low price, a beautiful chiffon stocking bearing the famous REAL SILK label? A clear, sheer stocking that will give you unrivaled service . . . because they're made with the exclusive Real Silk features. In all the newest shades for summer. Sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.

69c

PAIR

We're Ready With Our Biggest Selection of

American Girl

WHITE SHOES

\$ **4.95**
PAIR

Over 23 Different Styles in White Alone!
In the 3 Most Popular Leathers!
In Sizes 4 1/2 to 10, AAAA to D!

You'll want at least one pair of American Girl white shoes for every costume! For American Girl shoes offer you style, beauty and comfort at a price that you can afford. We're ready with over 23 different white shoe styles . . . in all three of the most important and serviceable leathers . . . for every occasion . . . for every taste . . . for every costume . . . and for every foot!

Low Heels
Medium Heels
High Heels
Pumps
Straps
Wide-Straps

Oxfords
Ties
Monkstraps
Ghillies
Calf
Kid

Nu-Buck
Perforations
Stitchings
Cut-outs
Also Brown
and Whites

—Downstairs at Ayres.

