

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)

IT PAYS TO BUY QUALITY HOSE!

Irregulars of  
**REAL SILK**  
*De Luxe* Chiffon Hose  
**69c** PAIR

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.

"REAL SILK" Breezy-Knee Hose  
 Irregulars of Real Silk's knee-length chiffon hose for summer wear. In smart shades. Sizes 8 1/2 to 10 1/2. **69c**  
 —Downstairs at Ayres.

You'll Live in a  
**WHITE**  
 Linen Suit

*At Home! On Your Vacation! At the Lakes! At the Office this Summer!*

**\$2.98**

Linen is always a favorite summer fabric . . . and this year it'll be smarter and more practical than ever! Climb into this smart 2-piece white linen suit and you'll be smartly dressed for any occasion! The jacket has action, belted back. The skirt has a pleated front. Sizes 14 to 20.

—Downstairs at Ayres.

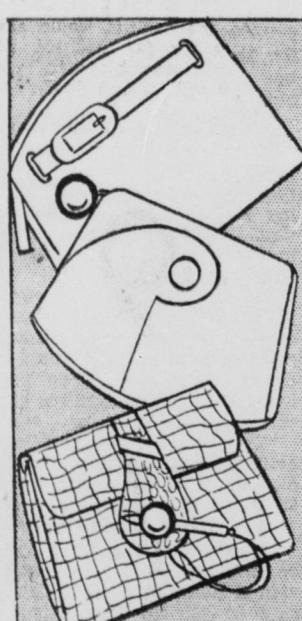
We've All the Styles  
 You Want in

**WHITE BAGS**

For Only—**\$1.00** EACH

We've all the smart new white handbag styles in washable simulated leathers, Rodilac's, Lumarit's . . . and a great assortment of genuine leather bags. Pouches, underarms, zippers and tophandles.

—Downstairs at Ayres.



New SPORTS HEADLINERS for Wear Everywhere!

## WHITE Felt HATS

Cool, fresh, white is perfection with your linens, prints, sheers, organdies, cottons and crepes. It goes with any color combination and takes you smartly to any summer affair. In this grand collection of new SPORTS HEADLINERS you're sure to find the style you like best. Headsizes 22 and 23.

Small Brims  
 Wide Brims  
 Brettons  
 Forward Brims

Swaggers  
 Wool Yarn  
 Trim  
 Pique Trims

Grosgrain  
 Ribbon Trim  
 Headsizes  
 22 and 23!

Also  
 Navy, Brown  
 and Many  
 Pastels!

**\$2.00**  
 EACH

—Downstairs at Ayres.

## Gay "Junior-Miss" Fashions For Every Delightful Summer Hour!



White Print With  
 Ayre-Cloth Jacket

**\$6.98**

Shirtmaker style dress in white with bright figures. The new jacket is of Ayre-cloth . . . cool, washable, whiter than white. Size 16.



Navy Blue Net and  
 White Organdy

**\$6.98**

Navy blue net with white organdy trim is the smartest and coolest thing any one can wear, anytime, any place, anywhere. Size 11.



For Sheer Charm—  
 A Chiffon Dress

**\$7.98**

Everything about this dress is c-o-o-l! The filmy chiffon . . . the cool blend of colors . . . the refreshing style details. Size 18.



A Midsummer  
 Night's Dream

**\$3.98**

For glamorous, thrilling summer nights dining or dancing under the stars. Cool, sea-green organdy formal in size 11.



A Genuine  
 "Fleuray" Dress

**\$7.98**

As advertised in the current issue of Harpers Bazaar at a higher price. A genuine calk crepe dress in size 18.



Off to the Race in  
 A Cool Shirtmaker

**\$3.98**

This cool shirtmaker will play an important role in every summer wardrobe. These come in inviting pastels. Size 16.

May Wine Mixed  
 With White

**\$6.98**

May wine, that stimulating new summer on a white ground is as cool as it is flattering. The jacket comes off. Size 14.

Sheers—The Coolest  
 Summer Fashion

**\$3.98**

The summer fashion story starts and ends with a sheer chiffon dress. We suggest a navy blue with polka dots. Size 14.



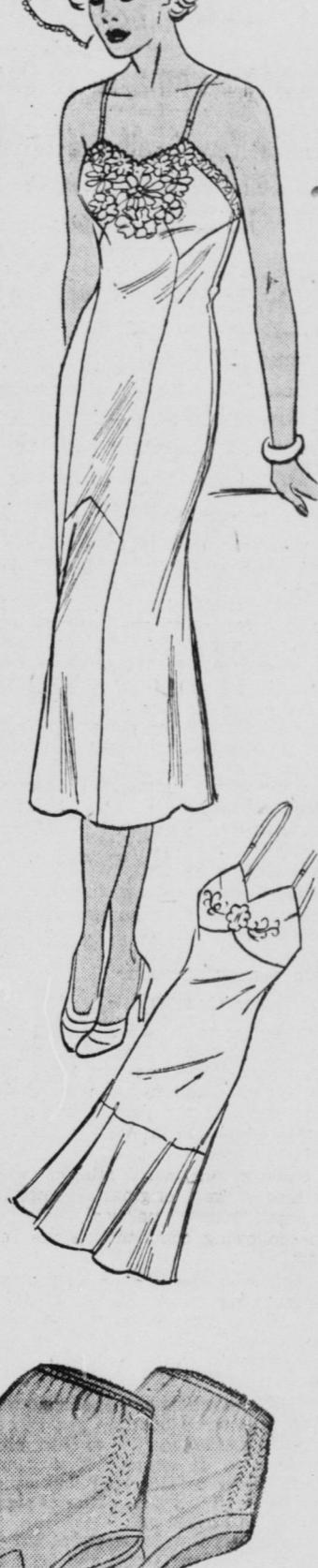
Special  
 AMC Purchase!

AMC purchase means that these slips were ordered by 20 of America's leading stores. You get better quality . . . better fit . . . better materials and laces for this price than ordinarily.

**5 Best  
 Selling Styles in  
 SILK  
 SLIPS**  
**\$1.59**  
 EACH

- Brassiere top, tailored slip, seam-to-seam panel. / Sizes 32 to 40.
- Complete wrap-around slip, California V top. Sizes 34 to 44.
- A 4-gore bias top, lace trimmed. Sizes 34 to 44.
- Lace trimmed seam-to-seam slip with seam-to-seam panel. 34 to 44.
- Tailored seam-to-seam slip with seam-to-seam panel. 34 to 44.

—Downstairs at Ayres.



"Strydefree" Sheer  
 Bemberg Undies

**59c** EACH

"Strydefree" bemberg panties, stepins or briefs are designed to give fit and comfort! These styles are the very finest and sheerest quality bemberg. Plain tailored hems, plain fronts with elastic run at back.

—Downstairs at Ayres.



White Shoes Go More Places Than  
 Ever . . . This Summer . . . and We've  
 Never Offered Such a Varied Selection of

**"199 Special"**  
**White Shoes**

Over 25  
 Different  
 Styles!

**\$1.99**  
 PAIR

3  
 Smart  
 Leathers!

Summer time, long glorious days beneath the sun . . . for every costume and occasion you need white shoes . . . one, two, three, even six pairs! At this economical price we've a great selection of the smartest styles and the best leathers. Over 25 styles in choice of medium heels, low heels or high heel styles. Sizes 4 to 9, widths AA to C.

Pumps  
 Sandals  
 Oxford  
 Ties

Straps  
 Perforations  
 Cut-outs  
 Punch Work

Nu-buck  
 Grain Leather  
 Smooth Leather  
 Low Heels

Medium Heels  
 High Heels  
 Sizes 4 to 9,  
 AA to C

—Downstairs at Ayres.