

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

SAVE on Friday!

AIR-COOLED

SAVE on Friday!

SHOP AND SAVE ON FRIDAY!

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 smart shades for summer. Sizes 8 1/2 to 10 1/2.

No Mail or Phone Orders!

—Downstairs at Ayres.

SAVE ON
ON FRIDAY!

Smashing June Sale!
9x12 Seamless
Lustre Type Rugs
\$19.69 EACH

A rug value that's sure to strike home! Choose from a big assortment of patterns in red, rose, taupe in seamless Persian effects. These rugs are usable in most every room in the home. And it will pay you well to invest in one tomorrow!

—Downstairs at Ayres.



SAVE ON FRIDAY!

Special Value! "Twin"
Luggage Sets
A 24-In Gladstone Cowhide Bag... \$5.98
A 20-In. Zipper Cowhide Bag... \$3.98
Both for—**\$8.95 SET**

The Gladstone bag is large sized, and equipped with handsome, serviceable hardware. In black or brown. The zipper cowhide overnite bag comes in black or brown!

Ayres Downstairs One-Stop Men's Shop.

SAVE ON FRIDAY!

Pure Silk Slips

Pure silk crepe slips with generous size panel front. California V or straight lace tops. Bias cut. Sizes 34 to 44. **\$1.19**

Rayon Taffeta Slips

100 denier rayon taffeta slips with or without panel fronts. Tailored or lace trimmed styles. Sizes 34 to 44. **\$1.00**

Women's Cool Summer
Rayon Undies

Plain or novelty weave rayon panties, step-ins, shorties or briefs. Elastic run at waist. Plain tailored finish. Tealose color. Sizes 27 and 29. **25c EACH**

—Downstairs at Ayres.



Tomorrow at 9:30! Buy an Entire
Summer Wardrobe for a Fraction of What You Expect to Pay!

Washable
Whites and
Pastels! Silk
Linen! Cotton
Washables!

Polka Dots!
Print Sheers!
Shantungs!
Dressy Styles!
Tailored Styles!

Sale!
**1,000 Stunning New
Summer Dresses**
\$3

Here's a timely dress sale that we can really spout about! Styles for PLAY-TIME, for BRIDGETIME, for SPORTS-TIME, WORKTIME and TEATIME! Rack after rack... style after style... fabric after fabric... color after color! All new and cool for everywhere, everywhere this summer! Tailored styles in cottons and silks! Dressy styles in washable crepes and cottons! You'll find this one of the most imposing groups of summer dresses... you've ever seen at this sale price!

Sizes for Every Woman—14 to 20—
11 to 19—38 to 44—46 to 52!

—Downstairs at Ayres.



Special Sale!

Summer Hats
Unusual
Values at
This Price **79c EACH**

The white way to chic... choose a whole summer hat wardrobe at this sale price. Some are brand new... others have been reduced from a higher priced stock. Linens, straws, crepes in large brims, small brims, betons and turbans.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

"199 Special"

**White
Shoes**
\$1.99 PAIR



An inexpensive price... over 25 styles in 3 smart and serviceable leathers! Styles for street, for sports, or dress. Pumps, oxfords, sandals in white grain leather, nubuck or smooth leathers. Sizes 4 to 8, widths AA to C.

—Downstairs at Ayres.



Mail or
Phone
Orders—
Call
RI. 9441!

SHOP AND SAVE ON FRIDAY!

A Special Low Price on
Cool Printed Percale

House Slippers
59c PAIR

Attractive... well made... practical for summer wear... and at a price you can afford! Bridge style, covered in red and white, green and white or blue and white percale! They have a medium heel with soft, comfortable sole. Sizes 3 to 8, no half-sizes!

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Infants' Layette Needs
19c EACH

Hot weather layette needs to keep baby cool, comfortable and happy. Choose from sleeveless cotton vests, sizes up to 3 years. Cotton knit training pants, sizes up to 3. Cotton blankets and batiste gowns.

Tots' Play Togs... **39c**

Play togs in all around ruffle styles. With or without panties. Sizes 3 to 6.

Girls' Play Togs... **59c**

Novelty prints and pastels in washable pique. Sizes 7 to 14.

—Downstairs at Ayres.

\$EW and \$AVE \$ALE

Thousands of Yards of Hot-Weather
Fabrics at Tremendous Savings!

Full Bolts—Remnant Lengths of Higher Priced
Summer Wash Cottons

All the most desirable colors—patterns and fabrics you need for your summer-sewing needs! All higher-priced fabrics... yours at a remarkable low sale price!

"Sudan" Desert
Cloth
"Cross Weave"
Fabrics
String Laces

"Lotus Lawn"
Colored Dimity
"Nomad" Pique
"Frostell" Lawn
"Afgar" Shantung Colored Poplins

White Broadcloth
White Poplins
White Suitings
Colored Broad-
cloth

Print Broadcloth
Sheer Seersucker
Printed 70's
Voiles
(Seconds)
White Skirtings

19c YD.

SAVE! SAVE! SAVE!

Cool Cottons
29c Yd.

Choose from dotted swiss, ratine, voile, swiss susanne, cord lace, gingham, seersucker, gingham swiss, checker nub beach prints and stagger swiss. In a great variety of colors.

SAVE! SAVE! SAVE!

Dress Linen
44c Yd.

Pink, maize, brown, white, tan, peach, navy, blue, copen, wine. Fast colors. Heavy crash suiting and cambric weights.